

The Cash Box



13th

Anniversa

VOLUME 16

NUMBER 41

JULY 2, 1955



His greatest since "Here" and "Over a Bottle of Wine"!

TONY MARTIN SINGS

(TOMORROW)

OMANI

Velona; Music by Ulpio Minucci

20/47-6167

THE TIME IN NICARAGUA?

by René and his Orchestra

NEW ORTHOPHONIC HIGH FIDELITY RECORDING

RCA VICTOR
FIRST IN RECORDED MUSIC





FOUNDED BY BILL GERSH

The Cash Box

VOLUME XVI NUMBER 41

July 2, 1955
(13th Anniversary Issue)

Publishers
BILL GERSH JOE ORLECK

The Cash Box Publishing Co., Inc.

26 West 47th Street, New York 36, N. Y.

(All Phones: JUDson 6-2640)

JOE ORLECK

CHICAGO OFFICE

32 West Randolph St., Chicago 1, Ill.

(All Phones: DEarborn 2-0045)

BILL GERSH

Dan Parry

HOLLYWOOD OFFICE

6272 Sunset Blvd., Hollywood, Cal.

(Phone: HOLlywood 5-1702)

CARL TAFT

NASHVILLE OFFICE

St., Nashville, Tenn.

(Phone: NASHville 5-7028)

CHARLIE LAMB

BOSTON OFFICE

1765 Commonwealth Ave., Boston 35, Mass.

(Phone: ALgonquin 4-8464)

GUY LIVINGSTON

LONDON OFFICE

17 Hilltop, London, N.W., England

(Phone: Speedwell 2596)

MARCEL STELLMAN

EXECUTIVE STAFF

BOB AUSTIN, General Mgr., Music Dept.

SID PARNES, Editor-In-Chief

NORMAN ORLECK, Associate Editor

MARTY OSTROW, Associate Editor

IRA HOWARD, Associate Editor

CISSIE GERSH, Woman's Editor

A. MARINO, Office Manager

T. TORTOSA, Circulation

POPSIE, Staff Photographer

BRUNO DUTKOWSKY, Art Director

ADVERTISING RATES on request. All advertising closes Friday at 12 Noon preceding week of issue. Advertisements subject to approval of publishers.

SUBSCRIPTION RATES \$15 per year anywhere in the U.S.A. Special listing for jobbers and distributors at \$48 per year includes 40 word classified advertisement each week for an entire year (52 weeks) plus the full year's subscription free of charge. Airmail, First Class, as well as Special Delivery subscription rates on request. Subscription rates for all foreign countries on request.

THE CASH BOX covers the entire music industry, ranging from retail record and music stores to disk jockeys, music publishers, recording artists, record manufacturers, music composers and arrangers, radio and TV stations, and all others allied to the music industry throughout the world.

THE CASH BOX covers the entire coin machine industry all over the world. Operators, jobbers, distributors, manufacturers and suppliers of automatic music, vending, service and amusement machines are covered.

THE CASH BOX coverage extends to finance firms, loan organizations, factors, banks, and other financial institutions, expressly interested in the financing of coin machines of all kinds.

"THE CASH BOX PRICE LISTS" (a combination of The Cash Box former 'Confidential Price Lists' and The Cash Box former 'C. M. I. [Coin Machines Industry] Blue Book') are the one and only officially recognized price quotations guide for all new and used machines in the United States and all over the world where American made machines are used. "The Cash Box Price Lists" are an exclusive and copyrighted feature of The Cash Box. "The Cash Box Price Lists" are recognized officially by cities and states throughout the country as the "official price book of the coin machines industry." "The Cash Box Price Lists" are officially used in the settlement of estates, for buying, selling or trading of all types of coin operated equipment and are also officially recognized for taxation purposes. "The Cash Box Price Lists" are used by finance firms, factors, loan companies, bankers, and all other financial institutions to guide them in the making of loans to members of the coin machines industry. "The Cash Box Price Lists" have been legally recognized in courts in the United States, Canada, and many foreign countries. Entire business transactions and legal cases are based upon the quotations appearing in "The Cash Box Price Lists."

Copyright under the International Copyright Convention. All rights reserved by the Pan American Copyright Convention. Copyright 1955 by The Cash Box Publishing Co., Inc.

Dear Friends:

Thank you for

thirteen great years

Bill Gersh
Joe Orleck

CO-PUBLISHERS OF
THE CASH BOX

**THANKS DJ's for voting us
...and for spinning our newest hit...**

MOST PROGRAMMED FEMALE GROUP



**McGUIRE
SISTERS**



CORAL



Chris

Phyllis

Dottie

The McGuire Sisters

SOMETHING'S GOTTA GIVE"

h Century-Fox CinemaScope Production "Daddy Long Legs"

c/w

RHYTHM 'N' BLUES

h Chorus and Orchestra directed by DICK JACOBS
CORAL 61423 (78 RPM) and 9-61423 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

The Cash Box " Is On The Air Every Hour Of The Broadcasting

This is only a partial list of shows programmed directly from "The Cash Box" charts.

MONDAY

9 to 10 A.M.

Stu Wilson—KBIF—Fresno, Cal.
 Bob Chambers—WEBK—Tampa, Fla.
 Jack Karey—WCFL—Chicago, Ill.
 Sam Bradley—KUDL—Kansas City, Mo.
 Al Mortimer—WRAK—Williamsport, Pa.
 Dick Burgess—WBSM—New Bedford, Mass.
 John Haerberle—WAGG—Franklin, Tenn.
 Bob Reid—WRON—Ronceverte, W. Va.
 Bill Hamby—WONE—Dayton, Ohio
 Gene Gardner—WFUL—Fulton, Ky.

10 to 11 A.M.

Gil Newsome—KWK—St. Louis, Missouri
 Stu Wilson—KBIF—Fresno, Cal.
 Dick Doty—WHAM—Rochester, N. Y.
 Sam Bradley—KUDL—Kansas City, Mo.
 Ira Cook—KMPC & KABC—Hollywood, Cal.
 Dick Burgess—WBSM—New Bedford, Mass.
 George Scott—WHIN—Gallatin, Tenn.
 John Haerberle—WAGG—Franklin, Tenn.
 Norm & Tex—WBNL—Boonville, Indiana
 Bill Hamby—WONE—Dayton, Ohio
 Gene Gardner—WFUL—Fulton, Ky.
 Bill Allison—WNNT—Warsaw, Va.

11 to 12 A.M.

Stu Wilson—KBIF—Hollywood, Cal.
 Dick Doty—WHAM—Rochester, N. Y.
 Sam Bradley—KUDL—Kansas City, Mo.
 Al Mortimer—WRAK—Williamsport, Pa.
 Ray Perkins—KIMN—Denver, Col.
 Bill Hamby—WONE—Dayton, Ohio
 Bill Lynch—KOBS—Alexandria, La.
 Bill Morris—WMRE—Monroe, Ga.

12 to 1 P.M.

Jack Lacy—WINS—N. Y. C., N. Y.
 Herbie Mintz—WAAF—Chicago, Ill.
 Vic Knight—WXLW—Indianapolis, Ind.
 George E. Lezotte—WAVZ—New Haven, Conn.
 Jerry Kay—WTIX—New Orleans, La.
 Ralph Phillips—WFBR—Baltimore, Md.
 Dick Doty—WHAM—Rochester, N. Y.
 Ira Cook—KMPC & KABC—Hollywood, Cal.
 Al Mortimer—WRAK—Williamsport, Pa.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Ray Perkins—KIMN—Denver, Colo.
 Len Ross—KONE—Reno, Nev.
 Freddie Chapman—WSCR—Scranton, Pa.
 Rex Brown—WAPO—Chattanooga, Tenn.
 Jack Bliss—KFRU—Columbia, Mo.
 Bill Lynch—KNBS—Alexandria, La.
 Tex Davis—WCMS—Norfolk, Va.
 Rudy Zurlo—WCKV—Dunn, N. C.

1 to 2 P.M.

Jack Lacy—WINS—N. Y. C., N. Y.
 Hy Davis—WAIP—Mobile, Ala.
 Marty Faye—WAAF—Chicago, Ill.
 Gene Platt—KELO—Sioux Falls, S. D.
 Ira Cook—KMPC & KABC—Hollywood, Cal.
 Al Mortimer—WRAK—Williamsport, Pa.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG-TV—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WOCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Len Ross—KONE—Reno, Nev.
 Brad Sherman—WAHR—Miami Beach, Fla.
 Paul Hayes—WMJM—Cordele, Ga.
 Freddie Chapman—WSCR—Scranton, Pa.
 Arnold Baynard—WTYC—Rock Hill, S. C.
 Jerry Little—WTNS—Coshocton, Ohio

2 to 3 P.M.

Jack Stant—WNET—Erie, Pa.
 Ernie Simon—WGN—Chicago, Ill.
 Dan Kelly—WRDO—Augusta, Me.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Lonny Starr—WNEW—N. Y., N. Y.
 Paul R. Potocky—WTOG—Toledo, Ohio
 Joann Harriss—KSTA—Coleman, Texas
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG-TV—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Ray Perkins—KIMN—Denver, Col.
 Len Ross—KONE—Reno, Nev.
 Brad Sherman—WAHR—Miami Beach, Fla.
 Dave Burnam—KVEN—Ventura, Cal.
 Deral Morris—WMRE—Monroe, Ga.
 Dick Walters—WKLJ—Sparta, Wis.
 Jerry Little—WINS—Coshocton, Ohio

3 to 4 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
 Val Clenard—KRKO—Los Angeles, Cal.
 Marty Koss—WABY—Albany, N. Y.
 Dan Kelly—WKDU—Augusta, Me.
 Jim Lowe—WRR—Dallas, Texas
 Frank Darien—KSJO—San Jose, Cal.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Lonny Starr—WNEW—N. Y., N. Y.
 Paul R. Potocky—WTOG—Toledo, Ohio
 Ralph Phillips—WFBR—Baltimore, Md.
 Joann Harriss—KSTA—Coleman, Texas
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG-TV—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Ray Perkins—KIMN—Denver, Col.
 Len Ross—KONE—Reno, Nev.
 Brad Sherman—WAHR—Miami Beach, Fla.
 Mitchell Thomas—WILM—Wilmington, Del.
 Hanny Gaines—KTAE—Taylor, Texas
 Jack Dobbs—VAGABOND—San Francisco, Cal.
 Kenny Smith—KOPO—Tucson, Arizona
 John R. Small—WNLC—New London, Conn.
 Dave Burnam—KVEN—Ventura, Cal.
 Guy Barry—WLAN—Lancaster, Pa.
 Jerry Little—WTNS—Coshocton, Ohio

4 to 5 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
 Larry Fischer—WTCN—Minneapolis, Minn.
 Al Radka—KFRE—Fresno, Cal.
 Vic Knight—WXLW—Indianapolis, Ind.
 Gil Newsome—KWK—St. Louis, Mo.
 Jim Lowe—WRR—Dallas, Texas
 Carl Loucks—WELI—New Haven, Conn.
 Frank Darien—KSJO—San Jose, Cal.
 Stan Allan—WPAC—Pachogue, N. Y.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Paul R. Potocky—WTOG—Toledo, Ohio
 Clare DeKaster—KICD—Spencer, Iowa
 Gene Platt—KELO—Sioux Falls, S. D.
 Ralph Phillips—WFBR—Baltimore, Md.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG-TV—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WOCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Len Ross—KONE—Reno, Nev.
 Mark Lee Woods—WJKO—Springfield, Mass.
 Hanny Gaines—KTAE—Taylor, Texas
 George Scott—WHIN—Gallatin, Tenn.
 Billy Bell—WBHP—Huntsville, Ala.
 Mattie Padgett—WIRC—Hickory, N. C.
 Paul Hatfield—WULA—Eufaula, Ala.
 Bill Mack—KWFT—Wichita Falls, Texas
 Guy Barry—WLAN—Lancaster, Pa.

5 to 6 P.M.

Larry Fischer—WTCN—Minneapolis, Minn.
 Gil Newsome—KWK—St. Louis, Mo.
 Jim Lowe—WRR—Dallas, Texas
 Carl Loucks—WELI—New Haven, Conn.
 Frank Darien—KSJO—San Jose, Cal.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Paul R. Potocky—WTOG—Toledo, Ohio
 Clare DeKaster—KICD—Spencer, Iowa
 Ralph Phillips—WFBR—Baltimore, Md.
 Don Tibbetts—WMUR-TV—Manchester, N. H.
 Ed Robbins—WKNB—West Hartford, Conn.
 Sandy Singer—KCRG-TV—Cedar Rapids, Iowa
 Chuck Moyer—WEDO—McKeesport, Pa.
 Len Ross—KONE—Reno, Nev.
 Mark Lee Woods—WJKO—Springfield, Mass.
 Hanny Gaines—KTAE—Taylor, Texas
 George Scott—WHIN—Gallatin, Tenn.
 Bill Wood—KODY—North Platte, Neb.

6 to 7 P.M.

Martin Block—WABC—New York, N. Y.
 Ken Johnson—WRNC—New Rochelle, N. Y.
 Gil Newsome—KWK—St. Louis, Mo.
 Jerry Kay—WTIX—New Orleans, La.
 Chuck Norman—WIC—St. Louis, Mo.
 Ralph Phillips—WFBR—Baltimore, Md.
 Donn Parker—WMYR—Fort Myers, Fla.
 Jack Dawson—WWIN—Baltimore, Md.
 Mitchell Thomas—WHAT—Philadelphia, Pa.
 Brad Lacey—WMYR—Fort Myers, Fla.

7 to 8 P.M.

Jerry Marshall—WNEW—N. Y. C., N. Y.
 Chuck Norman—WIC—St. Louis, Mo.
 Jack Dawson—WMIN—Baltimore, Md.
 Jerry Little—WTNS—Coshocton, Ohio

8 to 9 P.M.

Bernie Mandel—KABS—Garden City, L.
 Jack Dawson—WWIN—Baltimore, Md.
 Sandy Singer—KCRG-TV—Cedar Rapids, Iowa
 Billy Bell—WBHP—Huntsville, Ala.
 Bob Reed—WRON—Ronceverte, W. Va.
 Red Murrell—KYA—San Francisco, Cal.
 Lee Petrich—KONO—San Antonio, Texas
 Mary Lou Anselmi—KVRS—Rock Springs, W.
 Dave Brockman—WGRC—Louisville, Ky.

9 to 10 P.M.

Martin A. Edwards—WBAL—Baltimore
 Gil Newsome—KWK—St. Louis, Mo.
 Herb Fontaine—WCOV—Lewiston,
 Jack Dawson—WWIN—Baltimore,
 Sandy Singer—KCRG-TV—Cedar I
 Mitchell Thomas—WHAT—Philad
 "Spinner Ben" Mayo—WGAC—A
 Red Murrell—KYA—San Francis
 Lee Petrich—KONO—San Antonio
 Mary Lou Anselmi—KVRS—Rock
 Dave Brockman—WGRC—Louisville

"Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

TUESDAY

9 to 10 A.M.

—KBIF—Fresno, Cal.
 —WEBK—Tampa, Fla.
 —WCFL—Chicago, Ill.
 —KUDL—Kansas City, Mo.
 —WRAK—Williamsport, Pa.
 —WBSM—New Bedford, Mass.
 —WAGG—Franklin, Tenn.
 —WRON—Ronceverte, W. Va.
 —WONE—Dayton, Ohio
 —WFUL—Fulton, Ky.

10 to 11 A.M.

—KHJ—Los Angeles, Cal.
 —KWK—St. Louis, Mo.
 —KBIF—Fresno, Cal.
 —WHAM—Rochester, N. Y.
 —KUDL—Kansas City, Mo.
 —KMPC & KABC—Hollywood, Cal.
 —WBSM—New Bedford, Mass.
 —Gallatin, Texas
 —GG—Franklin, Tenn.
 —IL—Boonville, Ind.
 —E—Dayton, Ohio
 —WFUL—Fulton, Ky.
 —WNT—Warsaw, Va.

11 to 12 A.M.

IG—Hollywood, Cal.
 AM—Rochester, N. Y.
 JOL—Kansas City, Mo.
 & KABC—Hollywood, Cal.
 RAK—Williamsport, Pa.
 JMN—Denver, Col.
 ONE—Dayton, Ohio
 JBS—Alexandria, La.
 —WMRE—Monroe, Ga.

12 to 1 P.M.

S—N. Y. C., N. Y.
 AAF—Chicago, Ill.
 KHJ—Los Angeles, Cal.
 W—Indianapolis, Ind.
 —WAVZ—New Haven, Conn.
 —New Orleans, La.
 /FBR—Baltimore, Md.
 M—Rochester, N. Y.
 & KABC—Hollywood, Cal.
 AK—Williamsport, Pa.
 —West Hartford, Conn.
 Regan—WTPS—New Orleans, La.
 N—Denver, Col.
 —Reno, Nev.
 n—WSCR—Scranton, Pa.
 /APO—Chattanooga, Tenn.
 RU—Columbia, Mo.
 BS—Alexandria, La.
 MS—Norfolk, Va.

1 to 2 P.M.

—WINS—N. Y. C., N. Y.
 VAIP—Mobile, Ala.
 WAAF—Chicago, Ill.
 ELO—Sioux Falls, S. D.
 & KABC—Hollywood, Cal.
 K—Williamsport, Pa.
 KPAL—Palm Springs, Cal.
 —West Hartford, Conn.
 Wilkes-Barre, Pa.
 V—Cedar Rapids, Iowa
 an—WTPS—New Orleans, La.
 rpon Springs, Fla.
 RP—LaGrange, Ga.
 McKeesport, Pa.
 —Nev.
 —Miami Beach, Fla.
 —Ga.
 —Scranton, Pa.
 —ock Hill, S. C.
 —ton, Ohio

2 to 3 P.M.

Jack Stant—WJET—Erie, Pa.
 Ernie Simon—WGN—Chicago, Ill.
 Dan Kelly—WRDO—Augusta, Me.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Lonny Starr—WNEW—N. Y., N. Y.
 Paul R. Potocky—WTOD—Toledo, Ohio
 Joann Harris—KSTA—Coleman, Texas
 Graham Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Ray Perkins—KIMN—Denver, Col.
 Len Ross—KONE—Reno, Nev.
 Brad Sherman—WAHR—Miami Beach, Fla.
 Dave Burnam—KVEN—Ventura, Cal.
 Deral Morris—WMRE—Monroe, Ga.
 Jerry Little—WTNS—Coshocton, Ohio

3 to 4 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
 Val Cleward—KRKO—Los Angeles, Cal.
 Marty Ross—WABY—Albany, N. Y.
 Dan Kelly—WRDO—Augusta, Me.
 Jim Lowe—WRR—Dallas, Texas
 Frank Darien—KSJO—San Jose, Cal.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Lonny Starr—WNEW—N. Y., N. Y.
 Paul R. Potocky—WTOD—Toledo, Ohio
 Ralph Phillips—WFB—Baltimore, Md.
 Joann Harris—KSTA—Coleman, Texas
 Graham Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Ray Perkins—KIMN—Denver, Col.
 Len Ross—KONE—Reno, Nev.
 Brad Sherman—WAHR—Miami Beach, Fla.
 Mitchell Thomas—WILM—Wilmington, Del.
 Hanny Gaines—KTAE—Taylor, Texas
 Tom Brennan—KXLA—Pasadena, Cal.
 Jack Dobbs—VAGABOND—San Francisco, Cal.
 Kenny Smith—KOPO—Tucson, Arizona
 John R. Small—WNCL—New London, Conn.
 Dave Burnam—KVEN—Ventura, Cal.
 Jerry Little—WTNS—Coshocton, Ohio

4 to 5 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
 Larry Fischer, WTCN—Minneapolis, Minn.
 Al Radka—KFRE—Fresno, Cal.
 Vic Knight—WXLW—Indianapolis, Ind.
 Gil Newsome—KWK—St. Louis, Mo.
 Jim Lowe—WRR—Dallas, Texas
 Carl Loucks—WELI—New Haven, Conn.
 Frank Darien—KSJO—San Jose, Cal.
 Stan Allan—WPAC—Patchogue, N. Y.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Paul R. Potocky—WTOD—Toledo, Ohio
 Clare DeKaster—KICO—Spencer, Iowa
 Gene Platt—KELO—Sioux Falls, S. D.
 Ralph Phillips—WFB—Baltimore, Md.
 Graham Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Len Ross—KONE—Reno, Nev.
 Mark Lee Woods—WJCO—Springfield, Mass.
 Hanny Gaines—KTAE—Taylor, Texas
 George Scott—WHIN—Gallatin, Texas
 Tom Brennan—KXLA—Pasadena, Cal.
 Billy Bell—WBHP—Huntsville, Ala.
 John Wheeler—WELL—Battle Creek, Mich.
 Mattie Padgett—WIRC—Hickory, N. C.
 Paul Hatfield—WULA—Eufaula, Ala.
 Bill Mack—KWFT—Wichita Falls, Texas

5 to 6 P.M.

Larry Fischer—WTCN—Minneapolis, Minn.
 Gil Newsome—KWK—St. Louis, Mo.
 Jim Lowe—WRR—Dallas, Texas
 Frank Darien—KSJO—San Jose, Cal.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Paul R. Potocky—WTOD—Toledo, Ohio
 Clare DeKaster—KICO—Spencer, Iowa
 Ralph Phillips—WFB—Baltimore, Md.
 Don Tibbetts—WMUR-TV—Manchester, N. H.
 Graham Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—West Hartford, Conn.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Chuck Moyer—WEDO—McKeesport, Pa.
 Len Ross—KONE—Reno, Nev.
 Mark Lee Woods—WJCO—Springfield, Mass.
 Hanny Gaines—KTAE—Taylor, Texas
 George Scott—WHIN—Galveston, Texas
 Bill Wood—KODY—North Platte, Neb.

6 to 7 P.M.

Martin Block—WABC—New York, N. Y.
 Ken Johnston—WNRC—New Rochelle, N. Y.
 Gil Newsome—KWK—St. Louis, Mo.
 Jerry Kay—WTIX—New Orleans, La.
 Chuck Norman—WIC—St. Louis, Mo.
 Ralph Phillips—WFB—Baltimore, Md.
 Donn Parker—WMYR—Fort Myers, Fla.
 Graham Alexander—KPAL—Palm Springs, Cal.
 Jack Dawson—WWIN—Baltimore, Md.
 Mitchell Thomas—WHAT—Philadelphia, Pa.
 Brad Lacey—WMYR—Fort Myers, Fla.

7 to 8 P.M.

Jerry Marshall—WNEW—N. Y. C., N. Y.
 Chuck Norman—WIC—St. Louis, Mo.
 Jack Dawson—WWIN—Baltimore, Md.
 Jerry Little—WTNS—Coshocton, Ohio

8 to 9 P.M.

Jack Dawson—WWIN—Baltimore, Md.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Billy Bell—WBHP—Huntsville, Ala.
 Bob Reid—WRON—Ronceverte, W. Va.
 Red Murrell—KYA—San Francisco, Cal.
 Lee Petrich—KONO—San Antonio, Texas

9 to 10 P.M.

Gil Newsome—KWK—St. Louis, Mo.
 Herb Fontaine—WCOV—Lewiston, Me.
 Jack Dawson—WWIN—Baltimore, Md.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Mitchell Thomas—WHAT—Philadelphia, Pa.
 "Spinner Ben" Mayo—WGAC—Augusta, Ga.
 Red Murrell—KYA—San Francisco, Cal.
 Lee Petrich—KONO—San Antonio, Texas

"Cash Box" Is On The Air Every Hour Of The Broadcasting

This is only a partial list of shows programmed directly from "The Cash Box" charts.

WEDNESDAY

9 to 10 A.M.

on—KBIF—Fresno, Cal.
 Chambers—WEBK—Tampa, Fla.
 Jack Karey—WCFL—Chicago, Ill.
 Sam Bradley—KUDL—Kansas City, Mo.
 Al Mortimer—WRAK—Williamsport, Pa.
 Dick Burgess—WBSM—New Bedford, Mass.
 John Haeberle—WAGG—Franklin, Tenn.
 Bob Reid—WRON—Ronceverte, W. Va.
 Bill Hamby—WONE—Dayton, Ohio
 Gene Gardner—WFUL—Fulton, Ky.

10 to 11 A.M.

Gil Newsome—KWK—St. Louis, Mo.
 Stu Wilson—KEIF—Fresno, Cal.
 Dick Doty—WHAM—Rochester, N. Y.
 Sam Bradley—KUDL—Kansas City, Mo.
 Earl McDaniel—KFVD—Los Angeles, Cal.
 Ira Cook—KMPC & KABC—Hollywood, Cal.
 Dick Burgess—WBSM—New Bedford, Mass.
 George Scott—WHIN—Gallatin, Tenn.
 John Haeberle—WAGG—Franklin, Tenn.
 Norm & Tex—WBNL—Boonville, Ind.
 Bill Hamby—WONE—Dayton, Ohio
 Gene Gardner—WFUL—Fulton, Ky.
 Bill Allison—WNNT—Warsaw, Va.

11 to 12 A.M.

Stu Wilson—KBIG—Hollywood, Cal.
 Dick Doty—WHAM—Rochester, N. Y.
 Sam Bradley—KUDL—Kansas City, Mo.
 Ira Cook—KMPC & KABC—Hollywood, Cal.
 Al Mortimer—WRAK—Williamsport, Pa.
 Ray Perkins—KIMN—Denver, Col.
 Bill Hamby—WONE—Dayton, Ohio
 Bill Lynch—KOBS—Alexandria, La.
 Al Morris—WMRE—Monroe, Ga.

12 to 1 P.M.

Jack Lacy—WINS—N. Y. C., N. Y.
 Herbie Mintz—WAAF—Chicago, Ill.
 Vic Knight—WXLW—Indianapolis, Ind.
 George E. Lezotte—WAVZ—New Haven, Conn.
 Jerry Kay—WTIX—New Orleans, La.
 Ralph Phillips—WFBR—Baltimore, Md.
 Dick Doty—WHAM—Rochester, N. Y.
 Ira Cook—KMPC & KABC—Hollywood, Cal.
 Al Mortimer—WRAK—Williamsport, Pa.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Ray Perkins—KIMN—Denver, Col.
 Len Ross—KONE—Reno, Nev.
 Freddie Chapman—WSCR—Scranton, Pa.
 Ed Brown—WAPO—Chattanooga, Tenn.
 Jack Bliss—KFRU—Columbia, Mo.
 Bill Lynch—KBBS—Alexandria, La.
 Max Davis—WCMS—Norfolk, Va.
 Rudy Zurlo—WCKB—Dunn, N. C.

1 to 2 P.M.

Jack Lacy—WINS—N. Y. C., N. Y.
 Max Davis—WAIP—Mobile, Ala.
 Betty Faye—WAAF—Chicago, Ill.
 Gene Platt—KELO—Sioux Falls, S. C.
 Ira Cook—KMPC & KABC—Hollywood, Cal.
 Al Mortimer—WRAK—Williamsport, Pa.
 Sam Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Len Ross—KONE—Reno, Nev.
 Brad Sherman—WAHR—Miami Beach, Fla.
 Les—WMJM—Cordele, Ga.
 Freddie Chapman—WSCR—Scranton, Pa.
 Wynard—WJYC—Rock Hill, S. C.
 Jerry Little—WTNS—Coshocton, Ohio

2 to 3 P.M.

Jack Stant—WJET—Erie, Pa.
 Ernie Simon—WGN—Chicago, Ill.
 Dan Kelly—WRDO—Augusta, Me.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Lonny Starr—WNEW—N. Y., N. Y.
 Paul R. Potocky—WTOG—Toledo, Ohio
 Joann Harris—KSTA—Coleman, Texas
 Graham Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Ray Perkins—KIMN—Denver, Col.
 Len Ross—KONE—Reno, Nev.
 Brad Sherman—WAHR—Miami Beach, Fla.
 Ed Hamilton—KRUS—Ruston, La.
 Dave Burnam—KVEN—Ventura, Cal.
 Deral Morris—WMRE—Monroe, Ga.
 Dick Walters—WKLL—Sparta, Wisc.
 Jerry Little—WTNS—Coshocton, Ohio

3 to 4 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
 Val Clenaro—KRKO—Los Angeles, Cal.
 Roy Leonard—WKOX—Framingham, Mass.
 Marty Ross—WABY—Albany, N. Y.
 Dan Kelly—WRDO—Augusta, Me.
 Jim Lowe—WRR—Dallas, Texas
 Frank Darien—KSJO—San Jose, Cal.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Lonny Starr—WNEW—N. Y., N. Y.
 Paul R. Potocky—WTOG—Toledo, Ohio
 Ralph Phillips—WFBR—Baltimore, Md.
 Frank X. Fellmer—WMTR—Morristown, N. J.
 Joann Harris—KSTA—Coleman, Texas
 Graham Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Ray Perkins—KIMN—Denver, Colo.
 Len Ross—KONE—Reno, Nev.
 Brad Sherman—WAHR—Miami Beach, Fla.
 Mitchell Thomas—WILM—Wilmington, Del.
 Hanny Gaines—KTAE—Taylor, Texas
 Jack Dobbs—VAGABOND—San Francisco, Cal.
 Kenny Smith—KOPO—Tucson, Arizona
 John R. Small—WNLC—New London, Conn.
 Dave Burnam—KVEN—Ventura, Cal.
 Jerry Little—WTNS—Coshocton, Ohio

4 to 5 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
 Larry Fischer—WTCN—Minneapolis, Minn.
 Roy Leonard—WKOX—Framingham, Mass.
 Al Radka—KFRE—Fresno, Cal.
 Vic Knight—WXLW—Indianapolis, Ind.
 Alan Owen—WMIO—Atlantic City, N. J.
 Gil Newsome—KWK—St. Louis, Mo.
 Jim Lowe—WRR—Dallas, Texas
 Carl Loucks—WELI—New Haven, Conn.
 Frank Darien—KSJO—San Jose, Cal.
 Stan Allan—WPAC—Patchogue, N. Y.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Paul R. Potocky—WTOG—Toledo, Ohio
 Clare DeKaster—KICO—Spencer, Iowa
 Gene Platt—KELO—Sioux Falls, S. D.
 Ralph Phillips—WFBR—Baltimore, Md.
 Frank X. Fellmer—WMTR—Morristown, N. J.
 Earl McDaniel—KFVD—Los Angeles, Cal.
 Graham Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—West Hartford, Conn.
 Bill Phillips—WBAX—Wilkes-Barre, Pa.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Bob Motes & Larry Regan—WTPS—New Orleans, La.
 Clare Linn—WDCL—Tarpon Springs, Fla.
 Chuck Moyer—WEDO—McKeesport, Pa.
 Len Ross—KONE—Reno, Nev.
 Mark Lee Woods—WJKO—Springfield, Mass.
 Hanny Gaines—KTAE—Taylor, Texas

4 to 5 P.M. (Continued)

George Scott—WHIN—Gallatin, Tenn.
 Billy Bell—WBHP—Huntsville, Ala.
 John Wheeler—WELL—Battle Creek, Mich.
 Mattie Padgett—IWRC—Hickory, N. C.
 Paul Hatfield—WULA—Eufaula, Ala.
 Bill Mack—KWFT—Wichita Falls, Texas
 Bill Strength—KWEM—Memphis, Tenn.

5 to 6 P.M.

Larry Fischer—WTCN—Minneapolis, Minn.
 Alan Owen—WMIO—Atlantic City, N. J.
 Gil Newsome—KWK—St. Louis, Mo.
 Jim Lowe—WRR—Dallas, Texas
 Frank Darien—KSJO—San Jose, Cal.
 Tiny Markle—WAVZ—New Haven, Conn.
 Lou Barile—WKAL—Rome, N. Y.
 Paul R. Potocky—WTOG—Toledo, Ohio
 Clare DeKaster—KICO—Spencer, Iowa
 Ralph Phillips—WFBR—Baltimore, Md.
 Don Tibbetts—WMUR-TV—Manchester, N. H.
 Earl McDaniel—KEVD—Los Angeles, Cal.
 Graham Alexander—KPAL—Palm Springs, Cal.
 Ed Robbins—WKNB—West Hartford, Conn.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Chuck Moyer—WEDO—McKeesport, Pa.
 Len Ross—KONE—Reno, Nev.
 Mark Lee Woods—WJKO—Springfield, Mass.
 Hanny Gaines—KTAE—Taylor, Texas
 George Scott—WHIN—Gallatin, Tenn.
 Bill Wood—KODY—North Platte, Neb.
 Bill Strength—KWEM—Memphis, Tenn.

6 to 7 P.M.

Martin Block—WABC—New York, N. Y.
 Ken Johnston—WNRC—New Rochelle, N. Y.
 Gil Newsome—KWK—St. Louis, Mo.
 Jerry Kay—WTIX—New Orleans, La.
 Chuck Norman—WIC—St. Louis, Mo.
 Ralph Phillips—WFBR—Baltimore, Md.
 Donn Parker—WMYR—Fort Myers, Fla.
 Graham Alexander—KPAL—Palm Springs, Cal.
 Jack Dawson—WWIN—Baltimore, Md.
 Mitchell Thomas—WHAT—Philadelphia, Pa.
 Brad Lacey—WMYR—Fort Myers, Fla.
 Bill Strength—KWEM—Memphis, Tenn.

7 to 8 P.M.

Jerry Marshall—WNEW—N. Y. C., N. Y.
 Chuck Norman—WIC—St. Louis, Mo.
 Jack Dawson—WWIN—Baltimore, Md.
 Jerry Little—WTNS—Coshocton, Ohio

8 to 9 P.M.

Jack Dawson—WWIN—Baltimore, Md.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Billy Bell—WBHP—Huntsville, Ala.
 Bob Reid—WRON—Ronceverte, W. Va.
 Red Murrell—KYA—San Francisco, Cal.
 Lee Petrich—KONO—San Antonio, Texas

9 to 10 P.M.

Gil Newsome—KWK—St. Louis, Mo.
 Herb Fontaine—WCOV—Lewiston, Me.
 Jack Dawson—WWIN—Baltimore, Md.
 Sandy Singer—KCRG—Cedar Rapids, Iowa
 Mitchell Thomas—WHAT—Philadelphia, Pa.
 "Spinner Ben" Mayo—WGAC—Augusta, Ga.
 Red Murrell—KYA—San Francisco, Cal.
 Lee Petrich—KONO—San Antonio, Texas

"The Cash Box" Is On The Air Every Hour Of The Broadcast

This is only a partial list of shows programmed directly from "The Cash Box" charts.

THURSDAY

9 to 10 A.M.

Wilson—KBIF—Fresno, Cal.
Chambers—WEBK—Tampa, Fla.
Karey—WCFL—Chicago, Ill.
Bradley—KUDL—Kansas City, Mo.
Mortimer—WRAK—Williamsport, Pa.
Burgess—WBSM—New Bedford, Mass.
Haerberle—WAGG—Franklin, Tenn.
Reid—WRON—Ronceverte, W. Va.
Hamby—WONE—Dayton, Ohio
Gardner—WFUL—Fulton, Ky.

10 to 11 A.M.

E. Forgette—KHJ—Los Angeles, Cal.
Newsome—KWK—St. Louis, Mo.
Wilson—KBIF—Fresno, Cal.
Doty—WHAM—Rochester, N. Y.
Bradley—KUDL—Kansas City, Mo.
Cook—KMPC & KABC—Hollywood, Cal.
Burgess—WBSM—New Bedford, Mass.
George Scott—WHIN—Gallatin, Tenn.
Haerberle—WAGG—Franklin, Tenn.
Gardner & Tex—WBNL—Boonville, Ind.
Hamby—WONE—Dayton, Ohio
Gardner—WFUL—Fulton, Ky.
Allison—WNNT—Warsaw, Va.

11 to 12 A.M.

Wilson—KBIG—Hollywood, Cal.
Doty—WHAM—Rochester, N. Y.
Bradley—KUDL—Kansas City, Mo.
Cook—KMPC & KABC—Hollywood, Cal.
Mortimer—WRAK—Williamsport, Pa.
Perkins—KIMN—Denver, Col.
Hamby—WONE—Dayton, Ohio
Lynch—KDBS—Alexandria, La.
Morris—WMRE—Monroe, Ga.

12 to 1 P.M.

Jack Lacy—WINS—N. Y. C., N. Y.
Herbie Mintz—WAAF—Chicago, Ill.
Fred E. Forgette—KHJ—Los Angeles, Cal.
Vic Knight—WXLW—Indianapolis, Ind.
George E. Lezotte—WAVZ—New Haven, Conn.
Jerry Kay—WTIX—New Orleans, La.
Ralph Phillips—WFBR—Baltimore, Md.
Dick Doty—WHAM—Rochester, N. Y.
Cook—KMPC & KABC—Hollywood, Cal.
Mortimer—WRAK—Williamsport, Pa.
Ed Robbins—WKNB—West Hartford, Conn.
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Ray Perkins—KIMN—Denver, Col.
Len Ross—KONE—Reno, Nev.
Eddie Chapman—WSCR—Scranton, Pa.
Ed Brown—WAPO—Chattanooga, Tenn.
Miss—KFRU—Columbia, Mo.
Lynch—KDBS—Alexandria, La.
Miss—WCMS—Norfolk, Va.

1 to 2 P.M.

Lacy—WINS—N. Y. C., N. Y.
Davis—WAIP—Mobile, Ala.
Marty Faye—WAAF—Chicago, Ill.
Gene Platt—KELO—Sioux Falls, S. D.
Cook—KMPC & KABC—Hollywood, Cal.
Mortimer—WRAK—Williamsport, Pa.
Graham Alexander—KDAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Clare Linn—WDCL—Tarpon Springs, Fla.
Carter Freeman—WTRP—LaGrange, Ga.
Chuck Moyer—WEDO—McKeesport, Pa.
Len Ross—KONE—Reno, Nev.
Hayes—WMJM—Cordele, Ga.
Chapman—WSCR—Scranton, Pa.
Gardner—WTC—Pick Hill, S. C.
TNS—Coshocton, Ohio

2 to 3 P.M.

Jack Stant—WJET—Erie, Pa.
Ernie Simon—WGN—Chicago, Ill.
Dan Kelly—WRDO—Augusta, Me.
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Lonny Starr—WNEW—N. Y., N. Y.
Paul R. Potocky—WTOG—Toledo, Ohio
Joann Harris—KSTA—Coleman, Texas
Graham Alexander—KDAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Clare Linn—WDCL—Tarpon Springs, Fla.
Chuck Moyer—WEDO—McKeesport, Pa.
Ray Perkins—KIMN—Denver, Col.
Len Ross—KONE—Reno, Nev.
Dave Burnam—KVEN—Ventura, Cal.
Deval Morris—WMRE—Monroe, Ga.
Jerry Little—WTNS—Coshocton, Ohio

3 to 4 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
Val Clebard—KRKD—Los Angeles, Cal.
Marty Ross—WAB—Albany, N. Y.
Dan Kelly—WRDO—Augusta, Me.
Jim Lowe—WRR—Dallas, Texas
Frank Darien—KSJO—San Jose, Cal.
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Lonny Starr—WNEW—N. Y., N. Y.
Paul R. Potocky—WTOG—Toledo, Ohio
Ralph Phillips—WFBR—Baltimore, Md.
Joann Harris—KSTA—Coleman, Texas
Graham Alexander—KPAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Clare Linn—WDCL—Tarpon Springs, Fla.
Chuck Moyer—WEDO—McKeesport, Pa.
Ray Perkins—KIMN—Denver, Col.
Len Ross—KONE—Reno, Nev.
Mitchell Thomas—WILM—Wilmington, Del.
Hanny Gaines—KTAE—Taylor, Texas
Jack Dobbs—VAGABOND—San Francisco, Cal.
Kenny Smith—KOPO—Tucson, Arizona
John Small—WNIC—New London, Conn.
Dave Burnam—KVEN—Ventura, Cal.
Jerry Little—WTNS—Coshocton, Ohio

4 to 5 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
Larry Fischer—WTCN—Minneapolis, Minn.
Al Radka—KFRE—Fresno, Cal.
Vic Knight—WXLW—Indianapolis, Ind.
Gil Newsome—KWK—St. Louis, Mo.
Jim Lowe—WRR—Dallas, Texas
Carl Loucks—WELI—New Haven, Conn.
Frank Darien—KSJO—San Jose, Cal.
Stan Allan—WPAC—Patchogue, N. Y.
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Paul R. Potocky—WTOG—Toledo, Ohio
Clare DeKaster—KICD—Spencer, Iowa
Gene Platt—KELO—Sioux Falls, S. D.
Ralph Phillips—WFBR—Baltimore, Md.
Graham Alexander—KPAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Clare Linn—WDCL—Tarpon Springs, Fla.
Chuck Moyer—WEDO—McKeesport, Pa.
Len Ross—KONE—Reno, Nev.
Mark Lee Woods—WJCO—Springfield, Mass.
Hanny Gaines—KTAE—Taylor, Texas
George Scott—WHIN—Gallatin, Tenn.
Billy Bell—WBHP—Huntsville, Ala.
John Wheeler—WELL—Battle Creek, Mich.
Mattie Padgett—WIRC—Hickory, N. C.
Paul Hatfield—WULA—Eufaula, Ala.
Bill Mack—KWFT—Wichita Falls, Texas

5 to 6 P.M.

Larry Fischer—WTCN—Minneapolis, Minn.
Gil Newsome—KWK—St. Louis, Mo.
Jim Lowe—WRR—Dallas, Texas
Frank Darien—KSJO—San Jose, Cal.
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Paul R. Potocky—WTOG—Toledo, Ohio
Clare DeKaster—KICD—Spencer, Iowa
Ralph Phillips—WFOR—Baltimore, Md.
Don Tibbetts—WMUR-TV—Manchester, N. H.
Graham Alexander—KPAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Sandy Singer—KCPG—Cedar Rapids, Iowa
Chuck Moyer—WEDO—McKeesport, Pa.
Len Ross—KONE—Reno, Nev.
Mark Lee Woods—WJCO—Springfield, Mass.
Hanny Gaines—KTAE—Taylor, Texas
George Scott—WHIN—Gallatin, Tenn.
Bill Wood—KODY—North Platte, Neb.

6 to 7 P.M.

Martin Block—WABC—New York, N. Y.
Ken Johnston—WNRC—New Rochelle, N. Y.
Gil Newsome—KWK—St. Louis, Mo.
Jerry Kay—WTIX—New Orleans, La.
Chuck Norman—WIC—St. Louis, Mo.
Ralph Phillips—WFBR—Baltimore, Md.
Donn Parker—WMYR—Fort Myers, Fla.
Graham Alexander—KPAL—Palm Springs, Cal.
Jack Dawson—WWIN—Baltimore, Md.
Mitchell Thomas—WHAT—Philadelphia, Pa.
Brad Lacey—WMYR—Fort Myers, Fla.

7 to 8 P.M.

Jerry Marshall—WNEW—N. Y. C., N. Y.
Chuck Norman—WIC—St. Louis, Mo.
Jack Dawson—WWIN—Baltimore, Md.
Jerry Little—WTNS—Coshocton, Ohio

8 to 9 P.M.

Bernie Mandel—WABS—Garden City, L. I.
Jack Dawson—WWIN—Baltimore, Md.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Billy Bell—WPEH—Huntsville, Ala.
Bob Reid—WRON—Ronceverte, W. Va.
Red Murrell—KYA—San Francisco, Cal.
Lee Petrich—KONO—San Antonio, Tex.

9 to 10 P.M.

Gil Newsome—KWK—St. Louis, Mo.
Herb Fontaine—WCOV—Lewiston, Me.
Jack Dawson—WWIN—Baltimore, Md.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Mitchell Thomas—WHAT—Philadelphia, Pa.
"Spinner Ben" Mayo—WGAC—Augusta, Ga.
Red Murrell—KYA—San Francisco, Cal.
Lee Petrich—KONO—San Antonio, Tex.

"The Cash Box" Is On The Air Every Hour Of The Broadcasting

This is only a partial list of shows programmed directly from "The Cash Box" charts.

FRIDAY

9 to 10 A.M.

Stu Wilson—KBIF—Fresno, Cal.
Bob Chambers—WEBK—Tampa, Fla.
Jack Karey—WCFL—Chicago, Ill.
Sam Bradley—KUDL—Kansas City, Mo.
Al Mortimer—WAAK—Williamsport, Pa.
Dick Burgess—WBSM—New Bedford, Mass.
John Haerberle—WAGG—Franklin, Tenn.
Bob Reid—WRON—Ronceverte, W. Va.
Bill Hamby—WONE—Dayton, Ohio
Gene Gardner—WFUL—Fulton, Ky.

10 to 11 A.M.

Gil Newsome—KWK—St. Louis, Mo.
Stu Wilson—KBIF—Fresno, Cal.
Dick Doty—WHAM—Rochester, N. Y.
Sam Bradley—KUDL—Kansas City, Mo.
Ira Cook—KMPC & KABC—Hollywood, Cal.
Dick Burgess—WBSM—New Bedford, Mass.
George Scott—WHIN—Gallatin, Tenn.
John Haerberle—WAGG—Franklin, Tenn.
Norm & Tex—WBNI—Boonville, Ind.
Bill Hamby—WONE—Dayton, Ohio
Gene Gardner—WFUL—Fulton, Ky.
Bill Allison—WNNT—Warsaw, Va.

11 to 12 A.M.

Stu Wilson—KBIF—Hollywood, Cal.
Dick Doty—WHAM—Rochester, N. Y.
Sam Bradley—KUDL—Kansas City, Mo.
Ira Cook—KMPC & KABC—Hollywood, Cal.
Al Mortimer—WAAK—Williamsport, Pa.
Ray Perkins—KIMN—Denver, Colo.
Bill Hamby—WONE—Dayton, Ohio
George Popkins—WXGI—Richmond, Va.
Bill Lynch—KDBS—Alexandria, La.
Deval Morris—WMRE—Monroe, Ga.

12 to 1 P.M.

Jack Lacy—WINS—N. Y. C., N. Y.
Herbie Mintz—WAAF—Chicago, Ill.
Vic Knight—WRLW—Indianapolis, Ind.
George E. Lezotte—WAYZ—New Haven, Conn.
Jerry Kay—WTIX—New Orleans, La.
Ralph Phillips—WFBR—Baltimore, Md.
Dick Doty—WHAM—Rochester, N. Y.
Ira Cook—KMPC & KABC—Hollywood, Cal.
Al Mortimer—WRAC—Williamsport, Pa.
Ed Robbins—WKNB—West Hartford, Conn.
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Ray Perkins—KIMN—Denver, Col.
Len Ross—KONE—Reno, Nev.
Freddie Chapman—WSCR—Scranton, Pa.
Red Brown—WAPO—Chattanooga, Tenn.
Jock Bliss—KFRU—Columbia, Mo.
Bill Lynch—KDBS—Alexandria, La.
Tex Davis—WCMS—Norfolk, Va.
Rudy Zurlo—WCKB—Dunn, N. C.

1 to 2 P.M.

Jack Lacy—WINS—New York, N. Y.
Hy Davis—WAIP—Mobile, Ala.
Marty Faye—WAAF—Chicago, Ill.
Gene Platt—KELO—Sioux Falls, S. D.
Ira Cook—KMPC & KABC—Hollywood, Cal.
Al Mortimer—WRAC—Williamsport, Pa.
Graham Alexander—KDAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Clare Linn—WDCL—Tarpon Springs, Fla.
Chuck Moyer—WEDO—McKeesport, Penna.
Len Ross—KONE—Reno, Nev.
Brad Sherman—WAHR—Miami Beach, Fla.
M. Smith—WBKH—Hattiesburg, Miss.
Paul Hayes—WMJM—Cordele, Ga.
Freddie Chapman—WSCR—Scranton, Pa.
Gold Baynard—WTYC—Rock Hill, S. C.
WLEX—Lexington, Ky.
Little—WTNS—Coshocton, Ohio

2 to 3 P.M.

Jack Stant—WJET—Erie, Pa.
Ernie Simon—WGN—Chicago, Ill.
George C. Fennell—WGUY—Bangor, Maine
Dan Kelly—WRDO—Augusta, Me.
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Lonny Starr—WNEW—N. Y. N., Y.
Paul R. Potocky—WTOG—Toledo, Ohio
Joann Harris—KSTA—Coleman, Texas
Graham Alexander—KPAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Clare Linn—WDCL—Tarpon Springs, Fla.
Chuck Moyer—WEDO—McKeesport, Pa.
Ray Perkins—KIMN—Denver, Col.
Len Ross—KONE—Reno, Nev.
Brad Sherman—WAHR—Miami Beach, Fla.
F. M. Smith—WBKH—Hattiesburg, Miss.
Red Kirk—WLEX—Lexington, Ky.
Dave Burnam—KVEN—Ventura, Cal.
Deral Morris—WMRE—Monroe, Ga.
Jerry Little—WTNS—Coshocton, Ohio

3 to 4 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
Val Clenard—KRKO—Los Angeles, Cal.
Roy Leonard—WKOX—Framingham, Mass.
Marty Ross—WABY—Albany, N. Y.
George C. Fennell—WGUY—Bangor, Maine
Dan Kelly—WRDO—Augusta, Me.
Jim Lowe—WRR—Dallas, Texas
Carl Loucks—WELI—New Haven, Conn.
Frank Darien—KSJO—San Jose, Cal.
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Lonny Starr—WNEW—N. Y. N., Y.
Paul R. Potocky—WTOG—Toledo, Ohio
Ralph Phillips—WFBR—Baltimore, Md.
Joann Harris—KSTA—Coleman, Texas
Graham Alexander—KPAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Clare Linn—WDCL—Tarpon Springs, Fla.
Chuck Moyer—WEDO—McKeesport, Penna.
Ray Perkins—KIMN—Denver, Col.
Len Ross—KONE—Reno, Nev.
Brad Sherman—WAHR—Miami Beach, Fla.
Mitchell Thomas—WILM—Wilmington, Del.
Hanny Gaines—KTAE—Taylor, Texas
Jack Dobbs—Vagabond—San Francisco, Cal.
Kenny Smith—KOPO—Tucson, Arizona
John Small—WNLC—New London, Conn.
Dave Burnam—KVEN—Ventura, Cal.
Jerry Little—WTNS—Coshocton, Ohio

4 to 5 P.M.

Ken Johnston—WNRC—New Rochelle, N. Y.
Larry Fischer—WTCN—Minneapolis, Minn.
Roy Leonard—WKOX—Framingham, Mass.
Al Radka—KFRE—Fresno, Cal.
Vic Knight—WXLW—Indpls., Ind.
George C. Fennell—WGUY—Bangor, Maine
Gil Newsome—KWK—St. Louis, Missouri
Jim Lowe—WRR—Dallas, Texas
Carl Loucks—WELI—New Haven, Conn.
Frank Darien—KSJO—San Jose, Cal.
Stan Allan—WPAC—Pachogue, N. Y.
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Paul R. Potocky—WTOG—Toledo, Ohio
Clare DeKaster—KICD—Spencer, Iowa
Gene Platt—KELO—Sioux Falls, S. D.
Ralph Phillips—WFBR—Baltimore, Md.
Earl McDaniel—KFVD—Los Angeles, Cal.
Bertha Porter—WDRG—Hartford, Conn.
Graham Alexander—KPAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Bob Motes & Larry Regan—WTPS—New Orleans, La.
Clare Linn—WDCL—Tarpon Springs, Fla.
Chuck Moyer—WEDO—McKeesport, Penna.
Len Ross—KONE—Reno, Nev.
Mark Lee Woods—WJCO—Springfield, Mass.

4 to 5 P.M. (Continued)

Hanny Gaines—KTAE—Taylor, Texas
George Scott—WHIN—Gallatin, Tenn.
Billy Well—WBHP—Huntsville, Ala.
Jimmy Hutsell—WLAR—Athens, Tenn.
John Wheeler—WELL—Battle Creek, Mich.
Mattie Padgett—WIRC—Hickory, N. C.
Paul Hatfield—WULA—Eufaula, Ala.
Bill Mack—KWFT—Wichita Falls, Texas
Bill Strength—KWEN—Memphis, Tenn.

5 to 6 P.M.

Larry Fischer—WTCN—Minneapolis, Minn.
George C. Pennell—WGUY—Bangor, Maine
Gil Newsome—KWK—St. Louis, Missouri
Jim Lowe—WRR—Dallas, Texas
Frank Darien—KSJO—San Jose, Cal.
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Paul R. Potocky—WTOG—Toledo, Ohio
Clare DeKaster—KICD—Spencer, Iowa
Ralph Phillips—WFBR—Baltimore, Md.
Don Tibbetts—WMUR-TV—Manchester, N. H.
Earl McDaniel—KFVO—Los Angeles, Cal.
Bertha Porter—WDRG—Hartford, Conn.
Andy Bell—KSKY—Dallas, Texas
Graham Alexander—KPAL—Palm Springs, Cal.
Ed Robbins—WKNB—West Hartford, Conn.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Chuck Moyer—WEDO—McKeesport, Penna.
Len Ross—KONE—Reno, Nev.
Mark Lee Woods—WJCO—Springfield, Mass.
Hanny Gaines—KTAE—Taylor, Texas
George Scott—WHIN—Gallatin, Tenn.
Bill Wood—KODY—North Platte, Neb.
Ralph Hunt—WABI—Bangor, Me.
Bill Strength—KWEM—Memphis, Tenn.

6 to 7 P.M.

Martin Block—WABC—New York, N. Y.
Ken Johnston—WNRC—New Rochelle, N. Y.
George C. Fennell—WGUY—Bangor, Maine
Gil Newsome—KWK—St. Louis, Missouri
Jerry Kay—WTIX—New Orleans, La.
Chuck Norman—WIC—St. Louis, Mo.
Ralph Phillips—WFBR—Baltimore, Md.
Andy Bell—KSKY—Dallas, Texas
Donn Parker—WMYR—Fort Myers, Fla.
Graham Alexander—KPAL—Palm Springs, Cal.
Jack Dawson—WWIN—Baltimore, Md.
Mitchell Thomas—WHAT—Philadelphia, Pa.
Brad Lacey—WMYR—Fort Myers, Fla.
Bill Strength—KWEM—Memphis, Tenn.

7 to 8 P.M.

Jerry Marshall—WNEW—N. Y. C., N. Y.
Chuck Norman—WIC—St. Louis, Mo.
Jack Dawson—WWIN—Baltimore, Md.
Jerry Little—WTNS—Coshocton, Ohio

8 to 9 P.M.

Jack Dawson—WWIN—Baltimore, Md.
Sandy Singer—KCRS—Cedar Rapids, Iowa
Billy Bell—WBHP—Huntsville, Ala.
Joe Nixon—KXLA—Pasadena, Cal.
Bob Reid—WRON—Ronceverte, W. Va.
Red Murrell—KYA—San Francisco, Cal.
Lee Petrich—KONO—San Antonio, Tex.

9 to 10 P.M.

Norman Page—WMAS—Springfield, Mass.
Gil Newsome—KWK—St. Louis, Missouri
Dan Bell—WJMA—Orange, Va.
Herb Fontaine—WCOV—Lewiston, Me.
Jack Dawson—WWIN—Baltimore, Md.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Mitchell Thomas—WHAT—Philadelphia, Pa.
"Spinner Ben" Mayo—WGAC—Augusta, Ga.
Joe Nixon—KXLA—Pasadena, Cal.
Red Murrell—KYA—San Francisco, Cal.
Lee Petrich—KONO—San Antonio

"Cash Box" Is On The Air Every Hour Of The Broadcasting Day

This is only a partial list of shows programmed directly from "The Cash Box" charts.

SATURDAY

9 to 10 A.M.

Martin Block—WABC—New York, N. Y.
Jack Thayer—WTCN—Minneapolis, Minn.
Stan Allan—WPAC—Patchogue, N. Y.
Wayne Cody Show—KALL—Salt Lake City, Utah
Graham Alexander—KPAL—Palm Springs, Cal.
Dick Burgess—WBSM—New Bedford, Mass.
Robert O. Thomas—WDIA—Memphis, Tenn.
Bill Hamby—WONE—Dayton, Ohio
Shel Horton—BOX 334—Saxton, Pa.
Dick Curtis—KBTO—El Dorado, Kansas
Tom Jackson—WKAB—Mobile, Ala.

10 to 11 A.M.

al Hood—WFGM—Fitchburg, Mass.
Jack Thayer—WTCN—Minneapolis, Minn.
Steve Gilmartin—WEIM—Fitchburg, Mass.
Gil Newsome—KWK—St. Louis, Missouri
Jerry Marshall—WNEW—N. Y. C., N. Y.
Martin Block—WABC—N. Y. C., N. Y.
Stan Allan—WPAC—Patchogue, N. Y.
Bob Chambers, WEBK—Tampa, Fla.
Ernie Wood—KANN—Sinton, Texas
Steve Donoghue—WSPR—Springfield, Mass.
Sam Bradley—KUDL—Kansas City, Mo.
Wayne Cody Show—KALL—Salt Lake City, Utah
Ira Cook—KMPC & KABC—Hollywood, Cal.
Graham Alexander—KPAL—Palm Springs, Cal.
Dick Burgess—WBSM—New Bedford, Mass.
George Scott—WHIN—Gallatin, Tenn.
Nixon—KXLA—Pasadena, Cal.
Hamby—WONE—Dayton, Ohio
ton Bridges—KBBA—Benton, Ark.
Miller—WOLS—Florence, S. C.
eterson—WCEN—Mt. Pleasant, Mich.

11 to 12 A.M.

Jack—WFGM—Fitchburg, Mass.
Hayer—WTCN—Minneapolis, Minn.
Gilmartin—WEIM—Fitchburg, Mass.
Block—WABC—N. Y. C., N. Y.
Marshall—WNEW—N. Y. C., N. Y.
Allan—WPAC—Patchogue, N. Y.
Hood—KANN—Sinton, Texas
Donoghue—WSPR—Springfield, Mass.
idley—KUDL—Kansas City, Mo.
Cody Show—KALL—Salt Lake City, Utah
Cook—KMPC & KABC—Hollywood, Cal.
Baker—WMYR—Fort Myers, Fla.
ay Alexander—KPAL—Palm Springs, Cal.
en Lorn—WCKB—Smithfield, N. C.
edn—KXLA—Pasadena, Cal.
dley—WMYR—Fort Myers, Fla.
by—WONE—Dayton, Ohio
s—WGAP—Maryville, Tenn.
on Bridges—KBBA—Benton, Arkansas
Red Miller—WOLS—Florence, S. C.
Bill Lynch—KDBS—Alexandria, La.
Deral Morris—WMRE—Monroe, Ga.
Bill Strength—KWEM—Memphis, Tenn.

12 to 1 P.M.

arry Fisher—WTCN—Minneapolis, Minn.
Al Radka—KFRE—Fresno, Cal.
Charlie O'Donnell—WHAT—Philadelphia, Penn.
George E. Lezotte—WAVZ—New Haven, Conn.
Jerry Kay—WTIX—New Orleans, La.
Bob Larson—WEMP—Milwaukee, Wis.
e Donoghue—WSPR—Springfield, Mass.
Bradley—KUDL—Kansas City, Mo.
Cook—KMPC & KABC—Hollywood, Cal.
am Alexander—KPAL—Palm Springs, Cal.
Robbins—WKNB—West Hartford, Conn.
e Sweet—WBSM—New Bedford, Mass.
ie Chapman—WSCR—Scranton, Pa.
—WAPO—Chattanooga, Tenn.
KDBS—Alexandria, La.
WEM—Memphis, Tenn.

1 to 2 P.M.

Larry Fischer—WTCN—Minneapolis, Minn.
Clyde Jay—WCAM—Camden, N. J.
Roland A. Dumas—WMAS—Springfield, Mass.
Al Radka—KFRE—Fresno, Cal.
George E. Lezotte—WAVZ—New Haven, Conn.
Bob Larson—WEMP—Milwaukee, Wis.
Marty Faye—WAAF—Chicago, Ill.
Ira Cook—KMPC & KABC—Hollywood, Cal.
Graham Alexander—KPAL—Palm Springs, Cal.
Bill Belk—WTYC—Rock Hill, S. C.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Clare Linn—WDCL—Tarpon Springs, Fla.
Robert W. Dickey—WJAS—Pittsburgh, Pa.
Chuck Moyer—WEDO—McKeesport, Penna.
Brad Sherman—WAHR—Miami Beach, Fla.
Bill Clark—WFAR—Farrell, Pa.
Ray Odom—KRVX—Glendale, Arizona
Dusty Walker—WILS—Lansing, Mich.
Freddie Chapman—WSCR—Scranton, Pa.
Art Barrett—WCMS—Norfolk, Va.
Arnold Baynard—WTYC—Rock Hill, S. C.
Bob Jennings—WLAC—Nashville, Tenn.
Bill Strength—KWEM—Memphis, Tenn.

2 to 3 P.M.

Larry Fischer—WTCN—Minneapolis, Minn.
Mike Woloson—WNOR—Norfolk, Va.
Clyde Jay—WCAM—Camden, N. J.
Al Radka—KFRE—Fresno, Cal.
George C. Fennell—WGUY—Bangor, Maine
Nancy Richman—KOTH—Dubuque, Iowa
Tiny Markle—WAVZ—New Haven, Conn.
Lonny Starr—WNEW—N. Y., N. Y.
Gene Platt—KELO—Sioux Falls, S. D.
Sam Bradley—KUOL—Kansas City, Mo.
Norman Hall—WBNL—Boonville, Ind.
Graham Alexander—KPAL—Palm Springs, Cal.
Bill Belk—WTYC—Rock Hill, S. C.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Clare Linn—WDCL—Tarpon Springs, Fla.
Robert W. Dickey—WJAS—Pittsburgh, Pa.
Chuck Moyer—WEDO—McKeesport, Penna.
Brad Sherman—WAHR—Miami Beach, Fla.
Bill Clark—WFAR—Farrell, Pa.
Dusty Walker—WILS—Lansing, Mich.
Nig Hunnicutt—WKAM—Goshen, Ind.
Art Barrett—WCMS—Norfolk, Va.
Dave Burnam—KVEN—Ventura, Cal.
Deval Morris—WMRE—Monroe, Ga.
Bob Jennings—WLAC—Nashville, Tenn.
Bill Strength—KWEM—Memphis, Tenn.

3 to 4 P.M.

Larry Fischer—WTCN—Minneapolis, Minn.
Al Radka—KFRE—Fresno, Cal.
George C. Fennell—WGUY—New Haven, Conn.
Tiny Markle—WAVZ—New Haven, Conn.
Lonny Starr—WNEW—N. Y., N. Y.
Gene Platt—KELO—Sioux Falls, S. D.
Sam Bradley—KUDL—Kansas City, Mo.
Norman Hall—WBNL—Boonville, Ind.
Bill Belk—WTYC—Rock Hill, S. C.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Clare Linn—WDCL—Tarpon Springs, Fla.
Robert W. Dickey—WJAS—Pittsburgh, Pa.
Chuck Moyer—WEDO—McKeesport, Penna.
Brad Sherman—WAHR—Miami Beach, Fla.
Nig Hunnicutt—WKAM—Goshen, Ind.
Jack Dobbs—Vagabond—San Francisco, Cal.
Hark Hamilton—Mutual Network—New York, N. Y.
Art Barrett—WCMS—Norfolk, Va.
Dave Burnam—KVEN—Ventura, Cal.
Dick Walters—WKLI—Sparta, Wisc.
Bill Strength—KWEM—Memphis, Tenn.
Dave Brockman—WGRC—Louisville, Ky.

4 to 5 P.M.

Jack Lacy—WINS—New York, N. Y.
Larry Fischer—WTCN—Minneapolis, Minn.
Al Radka—KFRE—Fresno, Cal.
Gil Newsome—KWK—St. Louis, Missouri
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Paul R. Potocky—WTOO—Toledo, Ohio
Clare Dekaster—KICO—Spencer, Iowa
Gene Platt—KELO—Sioux Falls, S. D.
Sam Gradley—KUDL—Kansas City, Mo.
Norman Hall—WBNL—Boonville, Ind.
Bill Belk—WTYC—Rock Hill, S. C.
Ed Robbins—WKNB—West Hartford, Conn.
Bill Phillips—WBAX—Wilkes-Barre, Pa.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Clare Linn—WDCL—Tarpon Springs, Fla.
Robert W. Dickey—WJAS—Pittsburgh, Pa.
Chuck Moyer—WEDO—McKeesport, Penna.
Mark Lee Woods—WJKO—Springfield Mass.
George Scott—WHIN—Gallatin, Tenn.
John Wheeler—WELL—Battle Creek, Mich.
Nig Hunnicutt—WKAM—Goshen, Ind.
Ed Hamilton—KRUS—Ruston, La.
Paul Hatfield—WULA—Eufala, Ala.
Dave Brockman—WGRC—Louisville, Ky.

5 to 6 P.M.

Jack Lacy—WINS—N. Y. C., N. Y.
Larry Fischer—WTCN—Minneapolis, Minn.
George C. Fennell—WGUY—Bangor, Maine
Gil Newsome—KWK—St. Louis, Missouri
Tiny Markle—WAVZ—New Haven, Conn.
Lou Barile—WKAL—Rome, N. Y.
Dan Bell—WJMA—Orange, Va.
Clare Dekaster—KICO—Spencer, Iowa
Sam Bradley—KUDL—Kansas City, Mo.
Andy Bell—KSKY—Dallas, Texas
Bill Belk—WTYC—Rock Hill, S. C.
Ed Robbins—WKNB—West Hartford, Conn.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Robert W. Dickey—WJAS—Pittsburgh, Pa.
Chuck Moyer—WEDO—McKeesport, Penna.
Mark Lee Woods—WJKO—Springfield, Mass.
George Scott—WHIN—Gallatin, Tenn.
Joe Morris—WAGS—Bishopville, S. C.
Bill Carter—KBOX—Modesta, Cal.
Bob Jennings—WLAC—Nashville

6 to 7 P.M.

Jack Lacy—WINS—N. Y. C., N. Y.
Ken Johnston—WNRC—New Rochelle, N. Y.
George C. Fennell—WGUY—Bangor, Maine
Gil Newsome—KWK—St. Louis, Missouri
Jerry Kay—WTIX—New Orleans, La.
Dan Bell—WJMA—Orange, Va.
Sam Bradley—KUDL—Kansas City, Mo.
Andy Bell—KSKY—Dallas, Texas
Bill Belk—WTYC—Rock Hill, S. C.
Robert W. Dickey—WJAS—Pittsburgh, Pa.
Roy W. Gunderson—KNOX—Grand Forks, N. D.
Nig Hunnicutt—WKAM—Goshen, Ind.

7 to 8 P.M.

Dan Bell—WJMA—Orange, Va.
Sam Bradley—KUDL—Kansas City, Mo.
Nig Hunnicutt—WKAM—Goshen, Ind.

8 to 9 P.M.

Sandy Singer—KCRG—Cedar Rapids, Iowa

9 to 10 P.M.

Gil Newsome—KWK—St. Louis, Missouri
George Stevens—WERI—Westerly, R. I.
Sandy Singer—KCRG—Cedar Rapids, Iowa
Robert D. Thomas—WDIA—Memphis, Tenn.
Norm Rapoza—WNBH—New Bedford, Mass.
George Corkum—WHVH—Henderson, N. C.

Happy 13th Anniversary from
Dot Records - all their Artists...
Randy Wood (president)

The Fontane Sisters



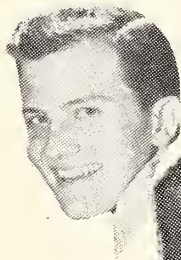
The Hilltoppers



Billy Vaughn



Pat Boone



Johnny Maddox



Ray McKinley



Jimmy Work



Jimmy Newman



Mac Wiseman



Kenny Roberts



The Commodores



Jim Lowe



The C



POP WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD



"MELODY OF LOVE"
★
BILLY VAUGHN
★
DOT
★
THEODORE PRESSER &
SHAPIRO - BERNSTEIN

MOST PROGRAMMED FEMALE VOCALIST



ROSEMARY CLOONEY
★
COLUMBIA

MOST PROGRAMMED MALE VOCALIST



PERRY COMO
★
RCA VICTOR

MOST PROGRAMMED MALE GROUP



FOUR ACES
★
DECCA

MOST PROGRAMMED FEMALE GROUP



McGUIRE SISTERS
★
CORAL

MOST PROGRAMMED ORCHESTRA



RALPH MARTERIE
★
MERCURY

SMALL INSTRUMENTAL GROUP



SMALL INSTRUMENTAL GROUP

UP AND COMING FEMALE VOCALIST



JAYE P. MORGAN
★
RCA VICTOR

UP AND COMING MALE VOCALIST



SAMMY DAVIS, JR.
★
DECCA

COMING FEMALE GROUP



DeCASTRO SISTERS
★

UP AND COMING MALE VOCALIST



UP AND COMING MALE VOCALIST

Doni James

IS THIS THE
END OF THE LINE?

MGM 11960 78 rpm • K 11960 45 rpm

WHEN YOU
WISH UPON
A STARBILLY ECKSTINE
CARELESS LIPSand
A MAN DOESN'T KNOW
MGM 11998 78 rpm
K 11998 45 rpmONLY YOU
and
LOVE ME OR LEAVE ME
MGM 11984 78 rpm
K 11984 45 rpmART MOONEY
and his orchestraHONEY
BABEB/W
NO REGRETS
MGM 11900 78 rpm
K 11900 45 rpmNew Disk Darling
CONNIE FRANCISFREDDY
and
DIDN'T I LOVE
YOU ENOUGH
MGM 12015 78 rpm • K 12015 45 rpm

LEROY HOLMES

JUST FOR
THE BRIDE
AND GROOM
and
SAMARRA
MGM 11992 78 rpm • K 11992 45 rpmCASHBOX
PIC

Art Mooney

and his Orchestra play

ALABAMA
JUBILEEPADDLIN'
MADELIN'
HOME
MGM 12000 • K 12000

THE MARION SISTERS

P-RECIOUS LOVE

and
HE DON'T WANNA LOVE ME
MGM 12010 78 rpm
K 12010 45 rpm

THE SIAMESE CAT SONG

and
HE'S A TRAMPboth from Walt Disney's new film
"Lady and The Tramp"
MGM 11963 78 rpm
K 11963 45 rpmBETTY MADIGAN
TEDDY BEARPLEASE BE KIND
MGM 12022 K 12022DAVID ROSE
AND HIS ORCHESTRASUMMERTIME IN VENICE
and
VIOLIN (Let Your Song Begin)
MGM 30882 78 rpm
K 30882 45 rpm

JAMES BROWN

(Lt. Rip Masters of the Rin Rin Tin
TV Show)THE KENTUCKIAN SONG
and
THE MAN FROM LARAMIE
MGM 12011 78 rpm
K 12011 45 rpm

ALAN DEAN

Remember Me,
Wherever You Go and
Love Is All That Matters
MGM 12012 78 rpm
K 12012 45 rpmPAT O'DAY
SOLDIER BOYand
REWARD! REWARD!
MGM 12025 78 rpm
K 12025 45 rpmROBBIN HOOD
MIRROR, MIRRORand
ONE LOVE IS ENOUGH
FOR TWO
MGM 11997 78 rpm
K 11997 45 rpmDORYCE BROWN
EARLY TIMESand
A LITTLE LOVE CAN GO A
LONG, LONG WAY
MGM 12014 78 rpm
K 12014 45 rpmBILL HAYES
WANDERIN'and
YOU'RE NEARER
MGM 12004 78 rpm
K 12004 45 rpmMITZI MASON
YOU ALL YOU
and
ME
MGM 11978 K 11978ACQUAVIVA and his Orchestra
A MAN WITH A DREAMand
A "MISS YOU" KISS
MGM 30881 78 rpm
K 30881 45 rpmCHARLES WOLCOTT AND THE
MGM STUDIO ORCHESTRA
Love Theme From "Blackboard Jungle"and
Rock Around The Clock
MGM 12028 78 rpm K 12028 45 rpmARTHUR SMITH
FEUDIN' BANJOSand
'BYE 'BYE BLACK SMOKE
CHOO CHOO
MGM 12006 78 rpm
K 12006 45 rpmTOMMY EDWARDS
WELCOME TO MY HEARTand
SPRING NEVER CAME
AROUND THIS YEAR
MGM 11993 78 rpm
K 11993 45 rpm

BUD DECKELMAN

I'd Only Be Acting A Fool
and
FOR SO LONG
MGM 12017 78 rpm
K 12017 45 rpmVIC CLAIBORNE
NO LETTER TODAYand
SADDEST GIRL IN TOWN
MGM 12018 78 rpm K 12018 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

A
Bouquet
to the
Cash Box
on its
13th
Anniversary

RECORD MANUFACTURERS

AA
1697 Broadway
New York, N. Y.

A-440
11 East 36th St.
New York 16, N. Y.

AARDELL
6130 Selma Ave.
Hollywood 28, Calif.

A-BELL
825 West End Ave.
New York, N. Y.

ABBOTT
6636 Hollywood Blvd.
Hollywood, Calif.

ACADEMY
210 E. Ohio St.
Chicago 11, Ill.

AC'CENT
6608 S. Gretna
Whittier, Calif.

ACORN
7771 Cheviot Rd.
Cincinnati 24, Ohio

ALADDIN
451 N. Canon Drive
Beverly Hills, Calif.

ALLIED
5655 Wilshire Blvd.
Los Angeles, Calif.

AMBASSADOR
2990 W. Pico Blvd.
Los Angeles 6, Calif.

ANCHOR
268 Fifteenth Ave.
Newark 3, N. J.

APOLLO
457 W. 45 St.
New York, N. Y.

ARAGON
615 W. Hastings St.
Vancouver 2, B. C.

ARNETT
306 S. Wabash Ave.
Chicago 4, Ill.

ATLANTIC
234 West 56th St.
New York 19, N. Y.

ATLAS
271 W. 125th St.
New York 27, N. Y.

AUDIVACS
140 W. 57 St.
New York 19, N. Y.

BALLAD
4741 Leduc
St. Louis, Mo.

BARTOK
113 W. 57 St.
New York 19, N. Y.

BATON
108 W. 44 St.
New York 36, N. Y.

B. B. S.
200 S. Juniper St.
Philadelphia, Pa.

BEACON
1619 Broadway
New York, N. Y.

BELL
330 Fifth Ave.
New York 20, N. Y.

BENIDA
107 West 43rd St.
New York 36, N. Y.

BETHLEHEM
550 Broadway
New York 19, N. Y.

BIG
19 Broadway
New York 19, N. Y.

BLUE NOTE
Lexington Ave.
New York 21, N. Y.

EPV
713
Alif.

K

CARDINAL
1221 Baltimore Ave.
Kansas City 6, Mo.

CASH
2610 So. Crenshaw Blvd.
Los Angeles 16, Calif.

CAT
234 West 56th St.
New York, N. Y.

CENTURY
8715 W. 3rd St.
Los Angeles 48, Calif.

CHECKER
4750 Cottage Grove Ave.
Chicago, Ill.

CHESS
750 E. 49 St.
Chicago 15, Ill.

CLASSIC EDITIONS
206 West 80th St.
New York, N. Y.

CLEF
451 N. Canon Dr.
Beverly Hills, Calif.

COLUMBIA
799 Seventh Ave.
New York, N. Y.

COMMODORE
136 E. 42 St.
N. Y. C., N. Y.

CONCERT HALL
250 W. 57 St.
N. Y. C., N. Y.

CONTEMPORARY
358 Fifth Ave.
N. Y. C., N. Y.

CORAL
50 W. 57th St.
New York 19, N. Y.

CORONA
Pittsburgh, Pa.

CRAZY
307 W. 110 St.
New York, N. Y.

CROWN
9317 W. Washington Blvd.
Culver City, Calif.

DANA
315 West 47th St.
New York, N. Y.

DAWN
36 West 60th St.
New York, N. Y.

DECCA
50 West 57th St.
New York, N. Y.

DEED
64 W. Randolph St.
Chicago 1, Ill.

DELUXE
1540 Brewster Ave.
Cincinnati 7, Ohio

DOOTONE
9512 S. Central Ave.
Los Angeles, Calif.

DOT
Gallatin, Tenn.

DUKE
2809 Erastus St.
Houston 26, Texas

EBONY
417 E. 47
Chicago, Ill.

EKKO
4949 Hollywood Blvd.
Hollywood 27, Calif.

ELEKTRA
616 Bleecker St.
New York, N. Y.

EMARCY
35 E. Wacker Drive
Chicago, Illinois

EPIC
799 Seventh Ave.
New York, N. Y.

ERA
1213 N. Highland Ave.
Hollywood 38, Calif.

ESOTERIC
238 E. 26th St.
New York, N. Y.

ESSEX
3208-16 So. 84th St.
Phila. 42, Penna.

EXCELLO
177 3rd Ave. No.
Nashville, Tenn.

FABOR
6636 Hollywood Blvd.
Hollywood, Calif.

FANTASY
654 Natoma St.
San Francisco 3, Calif.

FIESTA
1619 Broadway
New York, N. Y.

FLAIR
9317 W. Washington Blvd.
Culver City, Calif.

FOLKWAYS
117 W. 46 St.
N. Y. C., N. Y.

FORECAST
1616 No. Argyle Ave.
Hollywood, Calif.

FORTUNE
11629 Linwood Ave.
Detroit 6, Mich.

FOUR STAR
305 S. Fair Oaks Ave.
Pasadena, Calif.

FRATERNITY
413 Race St.
Cincinnati, Ohio

GATEWAY
3930 Grove Ave.
Cincinnati 23, Ohio

GEE
220 West 42nd St.
New York, N. Y.

GENIE
50 Riverside Dr.
New York, N. Y.

GILT EDGE
305 S. Fair Oaks
Pasadena, Calif.

GLORY
127 W. 96th St.
New York 25, N. Y.

GOLDEN
630 Fifth Ave.
New York, N. Y.

GOOD TIME JAZZ
8481 Melrose Place
Los Angeles 46, Calif.

GOTHAM
1626-32 Federal St.
Philadelphia 46, Pa.

GROOVE
155 East 24th St.
New York 10, N. Y.

GUYDEN
1334 Lincoln-Liberty Bldg.
Philadelphia 7, Pa.

HANSEN
119 W. 57 St.
New York 19, N. Y.

HARMAD
1430 N. McCadden Pl.
Hollywood, Calif.

HAVEN
6139 Kenwood
Chicago, Ill.

HAYDN SOC.
212 E. 49 St.
N. Y. C., N. Y.

HERALD
236 West 55th St.
New York 19, N. Y.

HICKORY
2510 Franklin Road
Nashville 4, Tenn.

HOLIDAY
858 No. Vine St.
Hollywood, Calif.

HOLIWAY
1650 Broadway
New York City, N. Y.

HOLLYWOOD
1248 S. Berendo St.
Los Angeles 6, Calif.

IMPERIAL
6425 Hollywood Blvd.
Los Angeles 28, Calif.

INTRASTATE
P.O. Box 554
Los Gatos, Cal.

JAGUAR
1650 Broadway
New York 19, N. Y.

JAY-DEE
1619 Broadway
New York, N. Y.

JAZZ AT THE PHILHARMONIC
451 N. Canon Dr.
Beverly Hills, Calif.

J. O. B.
1121 West 59th St.
Chicago 21, Ill.

JOCO
406 S. Division St.
Northfield, Minn.

JOSIE
315 W. 47th St.
New York, N. Y.

JUBILEE
315 W. 47th St.
New York, N. Y.

JUKE BOX
3570 Frankford Ave.
Phila. 34, Pa.

KA-HILL
Des Plaines, Ill.

KAPP
119 W. 57 St.
New York 19, N. Y.

KEM
1107 N. El Centro
Hollywood 38, Calif.

KEY
Box 46128
Hollywood, Calif.

KING
1540 Brewster Ave.
Cincinnati 7, Ohio

KISMET
227 East 14th St.
New York 3, N. Y.

KRYSLAR
Box 5786 U.A. Branch
Columbus 21, Ohio

LAMP
451 N. Canon Drive
Beverly Hills, Calif.

LATIN AMERICAN
15319 Vaughan
Detroit 23, Mich.

LIN
204 E. California St.
Gainesville, Tex.

LIBERTY
1570 North Gower
Hollywood 28, Calif.

LLOYDS
457 West 45th St.
New York, N. Y.

LOMAC
224 W. 49 St.
New York, N. Y.

LONDON
539 W. 25th St.
New York 10, N. Y.

MAJAR DISCS
1697 Broadway
New York, N. Y.

MAMBO
1486 N. Fair Oaks
Pasadena 3, Cal.

MARBLE
1650 Broadway
New York, N. Y.

MARDI GRAS
5544 Avenue "D"
Brooklyn, N. Y.

MARS
151 West 46th St.
New York, N. Y.

MAZE
P. O. Box 127
Hollywood 28, Calif.

MEDIA
3208 So. 84 St.
Phila., Pa.

M-G-M
701 Seventh Ave.
New York, N. Y.

MERCURY
35 E. Wacker Drive
Chicago, Ill.

METEOR
1794 Chelsea Ave.
Memphis, Tenn.

MILLION \$
1248 S. Berendo St.
Los Angeles 6, Cal.

MODERN
9317 W. Washington Blvd.
Culver City, Calif.

MONEY
4854 W. Jefferson Blvd.
Los Angeles 15, Calif.

MUSIC MINUS ONE
206 W. 80th St.
New York, N. Y.

NASHBORO
177 3rd Ave. No.
Nashville, Tenn.

NEW DISC
650 Fifth Ave.
New York, N. Y.

NOCTURNE
402 North Ave.
New Rochelle, N. Y.

NORGRAN
451 N. Canon Dr.
Beverly Hills, Calif.

NORTH STAR
1936 University Ave.
St. Paul, Minn.

OKEH
799 Seventh Ave.
New York, N. Y.

OLD TOWN
165 E. 125 St.
New York, N. Y.

ORIGINAL
110 Bergen Pike
Little Ferry, N. J.

PACIFIC JAZZ
7614 Melrose
Hollywood, Calif.

PARROT
4307 So. Parkway
Chicago, Ill.

PEACOCK
2809 Erastus St.
Houston, Tex.

PEARL
Box 229
Covington, Ky.

PERIOD MUSIC CO.
884 Tenth Ave.
N. Y. C., N. Y.

PHOENIX
Box 643
Hollywood 28, Calif.

PIC
35 West 53rd St.
New York, N. Y.

POLKALAND
1210 No. 8th St.
Sheboygan, Wis.

POLYMUSIC
204 East 46th St.
New York, N. Y.

PRESTIGE
446 W. 50th St.
New York, N. Y.

PREVUE
32-16 213 St.
Bayside, N. Y.

PYRAMID
1658 Broadway
New York, N. Y.

QUALITY
380 Birchmont Rd.
Toronto 13, Ont., Canada.

RAINBOW
767 Tenth Ave.
New York, N. Y.

RAMA
220 W. 42nd St.
New York, N. Y.

R & B
6420 Santa Monica Blvd.
Hollywood 38, Calif.

RCA VICTOR
630 Fifth Ave.
New York, N. Y.

RECORD CORP. OF AMERICA
510 22
Union City, N. J.

RECORD GUILD OF AMERICA
16 West 40th St.
New York, N. Y.

RECORDED IN HOLLYWOOD
4822 S. Avalon Blvd.
Los Angeles, Calif.

RED ROBIN
301 West 125th St.
New York, N. Y.

REGENT
58 Market St.
Newark, N. J.

REMINGTON
551 Fifth Ave.
N. Y. C., N. Y.

REPUBLIC
535 4th Ave. So.
Nashville, Tenn.

REXFORD
1440 Broadway
N. Y. C., N. Y.

REQUEST
331 Madison Ave.
New York, N. Y.

RIVERSIDE
418 W. 49th St.
New York, N. Y.

RONNEX
1540 Brewster Ave.
Cincinnati, Ohio

RPM
9317 W. Washington Blvd.
Culver City, Calif.

SACRED
2829 W. Vernon Ave.
Los Angeles, Calif.

SAGE AND SAND
6563 1/2 Hollywood Blvd.
Hollywood 28, Calif.

SANDEE
1587 Broadway
New York, N. Y.

SAPPHIRE
838 1/2 N. Rampart St.
New Orleans 16, La.

SAVOY
58 Market St.
Newark, N. J.

SEECO
39 West 60th St.
New York, N. Y.

SHAD
18415 Ventura Blvd.
Tarzana, Calif.

SIMS
7502 Denny Ave.
Sun Valley, Calif.

SOMA
1313 Third Ave. S.
Minneapolis 4, Minn.

SOUND
1322 Locust St.
Phila., Pa.

SPARK
8567 Melrose Pl.
Hollywood 46, Calif.

SPECIALTY
8508 Sunset Blvd.
Hollywood 4, Calif.

SPIN IT
430 S. Western Ave.
Los Angeles, Calif.

STAGE
6112 Selma Ave.
Hollywood 28, Calif.

STARDAY
Box 1689
Beaumont, Tex.

STARLITE
858 No. Vine St.
Hollywood 38, Calif.

STAR MAID
5239 S. Kedzie Ave.
Chicago, Ill.

STATES
5052 Cottage Grove Ave.
Chicago 15, Ill.

STELLA
3716 Rochambeau Ave.
New York, N. Y.

STORYVILLE
285 Huntington Ave.
Boston, Mass.

STRADIVARI
380 Buff Road
Tenafly, N. J.

SUN
706 Union Ave.
Memphis, Tenn.

SUNSET
858 North Vine St.
Hollywood 38, Calif.

SWINGTIME
3427 S. San Pedro St.
Los Angeles, Calif.

TAMPA
6087 Sunset Blvd.
Hollywood, Calif.

TANNER 'N' TEXAS
1422 W. Poplar
San Antonio, Tex.

TEX
151 S. Amsden
Wichita, Kans.

TICO
220 W. 42nd St.
New York 36, N. Y.

TIFFANY
332 S. Michigan Ave.
Chicago, Ill.

TOWN & COUNTRY
930 Oakland Ave.
Detroit 11, Mich.

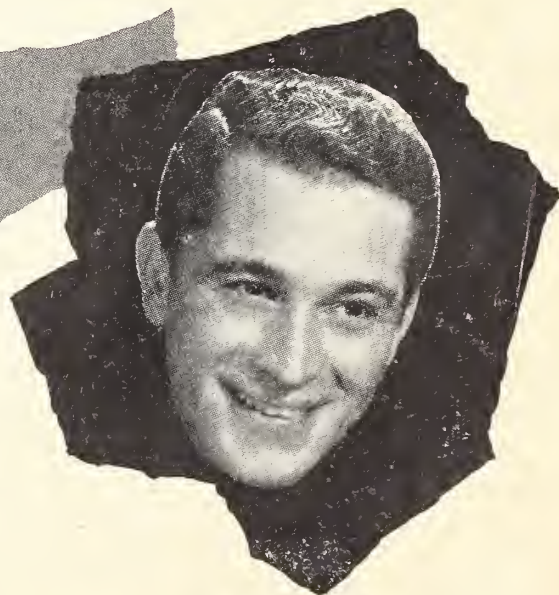
Congratulations

to the Cash Box

on its

13th Anniversary—

perry



REA VICTOR Records



Direction
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

"It's What's in THE CASH BOX That Counts"

THE NATION'S

TOP TEN

PLUS
THE NEXT
25

JUKE BOX TUNES

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

THE CASH BOX



CODE

Abbott	CK—Checker	DU—Duke	JU—Jubilee	PO—Patter	ST—Starlite
Aladdin	CM—Comba	EP—Epic	KI—King	PR—Prestige	TF—Tiffany
Apollonia	CO—Columbia	ES—Essex	LO—London	RA—Rainbow	TI—Tico
Atlantic	CR—Coral	FA—Favorite	ME—Mercury	RE—Regent	TR—Trend
Avicars	CT—Cat	FB—Fabor	MG—MGM	RM—Rama	UN—United
Bell	CW—Crown	FE—Federal	MJ—Major	SA—Savay	VA—Valley
Brunswick	DA—Dana	FI—Fiesta	MO—Modern	SO—Sound	VI—RCA Victor
Bethlehem	DE—Decca	4 Star—Four Star	NG—Norgren	SP—Specialty	WA—Wata
Capitol	DL—DeLuxe	GR—Groove	PA—Parrot	PE—Peacock	
Cadence	DO—Dat	IM—Imperial	PD—Polydor		
Chess	DT—Dootone	JD—Jay Dee	TA—Tampa		

Pos. Last
Week

UNCHAINED MELODY

LES BAXTER—AL HIBBLER—ROY HAMILTON

CA-3055 (F-3055)—Les Baxter
CO-40455 (4-40455)—Liberace
CR-61407 (9-61407)—Don Cornell
DE-29441 (9-29441)—Al Hibbler
DE-29509 (9-29509)—Guy Lombardo
EP-9102 (5-9102)—Roy Hamilton
ME-70598 (70598x45)—Crewcuts
MG-11962 (K-11962)—LaRoy Halmes
VI-20-6078 (47-6078)—June Valli
VI-20-6078 (47-6078)—Chet Atkins

CHERRY PINK AND APPLE BLOSSOM WHITE

PEREZ PRADO

CO-40472 (4-40472)—Xavier Cugat
CR-61373 (9-61373)—Alan Dale
CR-61381 (9-61381)—Georgie Auld
DE-29510 (9-29510)—Guy Lombardo
DE-29387 (9-29387)—Victor Young
VI-20-5965 (47-5965)—Perez Prado
TI-10-256 (45-256)—Tito Puente

DANCE WITH ME HENRY

GEORGIA GIBBS

BE-1093—Edna McGriff
CR-61370 (9-61370)—Three Rays
MA-102 (45-102)—Leslie Sisters
ME-70572 (70572 x 45)—Georgia Gibbs
MO-947 (45-947)—Etta James & Peaches

BALLAD OF DAVY CROCKETT

BILL HAYES

BE-1091—Tex Stewart
CA-3058 (F-3058)—Ernie Ford
CA-3144 (F-3144)—Mickey Katz
CD-1256 (45-1256)—Bill Hayes
CO-40449 (4-40449)—Fess Parker
CR-61368 (9-61368)—Steve Allen
DE-29423 (9-29423)—Burl Ives
DO-1240 (45-1240)—Mac Wiseman
FI-049 (45-049)—Irving Fields
ME-70555 (70555x45)—Rusty Draper
MG-11941 (K-11941)—James Brown
VI-20-6041 (47-6041)—Voices Walter Schumann

A BLOSSOM FELL

NAT "KING" COLE

CA-3095 (F-3095)—Nat "King" Cole
LO-1554 (45-1554)—Dickie Valentine
LO-1566 (45-1566)—Vic Barrett O.

LEARNIN' THE BLUES

FRANK SINATRA

CA-3102 (F-3102)—Frank Sinatra
CA-3147 (F-3147)—Ray Anthony
CO-40515 (4-40515)—Belmonte Orch.
GS-253 (45-253)—Joe Valino

HONEY BABE

ART MOONEY ORCH.

MG-11900 (K-11900)—Art Mooney
VI-20-6025 (47-6025)—Sauter-Finegan

WHATEVER LOLA WANTS

SARAH VAUGHAN

CA-3104 (F-3104)—Billy May
DE-29472 (9-29472)—Carmen McRae
EP-9101 (5-9101)—Mello-Larks
ME-70595 (70595 x 45)—Sarah Vaughan
MG-11961 (K-11961)—Ginny Gibson
ST-1363 (45-1363)—The Hi-Lo's
VI-20-6077 (47-6077)—Dinah Shore
VI-20-6122 (47-6122)—Perez Prado
X-0116 (4X-0116)—Louis Jordan

SOMETHING'S GOTTA GIVE

McGUIRE SISTERS

CA-3096 (F-3096)—Ray Anthony
CR-61423 (9-61423)—McGuire Sisters
CR-61425 (9-61425)—Les Brown
DE-29484 (9-29484)—Sammy Davis, Jr.
VI-20-6140 (47-6140)—Fred Astaire

HEART

EDDIE FISHER—FOUR ACES

DE-29476 (9-29476)—Four Aces
VI-20-6097 (47-6097)—Eddie Fisher
X-0125 (4X-0125)—Norman Brooks

11) ROCK AROUND THE CLOCK. 12) HEY, MR. BANJO. 13) THE BREEZE AND I. 14) THE CRAZY OTTO. 15) IF I MAY. 16) IT'S A SIN TO TELL A LIE. 17) ALABAMA JUBILEE. 18) DON'T BE ANGRY. 19) MOST OF ALL. 20) LOVE ME OR LEAVE ME. 21) SWEET AND GENTLE. 22) HARD TO GET. 23) CHEE CHEE-OO CHEE. 24) HOW IMPORTANT CAN IT BE. 25) ROLLIN' STONE. 26) STORY UNTOLD. 27) TWEEDLEE DEE. 28) BOOM BOOM BOOMERANG. 29) BLUE STAR. 30) MY ONE SIN. 31) IS THIS THE END OF THE LINE. 32) I'LL NEVER STOP LOVING YOU. 33) TWO LOST SOULS. 34) TWO HEARTS. 35) MAN IN THE RAINCOAT.

COSNAT DISTRIBUTING CORP.

America's Largest Record Distributors

Congratulates

THE CASH BOX

on its 13th Anniversary

N. Y.

Elliot Blaine
315 W. 47 St.

NEWARK

Tony Bernieri
278 Halsey St.

PHILA.

Harry Chipetz
1710 North St.

CLEVELAND

Eddie Kleinbaum
1233 W. 9th St.

DETROIT

Charles Gray
3727 Woodward Ave.

5

KEY MARKETS
TO SERVE YOU

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

FROM NEAR AND FAR - ORDERS are ^{ne} ORDERS!

SMASH HIT SINGLES!

- DECCA 29124 (78 RPM) and 9-29124 (45 RPM)
ROCK AROUND THE CLOCK
Bill Haley and His Comets
- DECCA 29541 (78 RPM) and 9-29541 (45 RPM)
THAT OLD BLACK MAGIC
A MAN WITH A DREAM
Sammy Davis, Jr.
- DECCA 29441 (78 RPM) and 9-29441 (45 RPM)
UNCHAINED MELODY
DAYBREAK
Al Hibbler
- DECCA 29484 (78 RPM) and 9-29484 (45 RPM)
LOVE ME OR LOVE ME
SOMETHING'S GOTTA GIVE
Sammy Davis, Jr.
- DECCA 29467 (78 RPM) and 9-29467 (45 RPM)
THE BREEZE AND I
JALOUSIE
Caterina Valente
- DECCA 29543 (78 RPM) and 9-29543 (45 RPM)
THEY SAY YOU'RE
LAUGHING AT ME
I CAN'T PUT MY ARMS
AROUND A MEMORY
Al Hibbler
- DECCA 29480 (78 RPM) and 9-29480 (45 RPM)
YOUR GOOD FOR
NOTHING HEART
I DON'T CARE
Webb Pierce
- DECCA 29526 (78 RPM) and 9-29526 (45 RPM)
SATISFIED MIND
HOW ABOUT ME
Red and Betty Foley
- DECCA 29511 (78 RPM) and 9-29511 (45 RPM)
SMACK DAB IN THE MIDDLE
KISS ME AND KILL ME
WITH LOVE
The Mills Brothers
- DECCA 29419 (78 RPM) and 9-29419 (45 RPM)
MAKIN' BELIEVE
WHOSE SHOULDER WILL
YOU CRY ON
Kitty Wells
- DECCA 29520 (78 RPM) and 9-29520 (45 RPM)
HAVE YOU SEEN
(My Boogie Woogie Baby)
IT'S A LONELY WORLD
Ernest Tubb
- DECCA 29476 (78 RPM) and 9-29476 (45 RPM)
SLUEFOOT
HEART
Four Aces

SMASH HIT ALBUMS!

CRAZY OTTO
DL 8113* • ED 2201* • ED 2202*
Recorded by Deutsche-
Grammophon-Polydor

STARRING
SAMMY DAVIS, JR.
DL 8118 • ED 2214 • ED 2215
ED 2216

MOOD FOR LOVE • FOUR ACES
Featuring Al Alberts
DL 8122 • ED 2211 • ED 2212
ED 2213

DEE-LIGHTFUL!
LENNY DEE
Hi Fi Organ Solos with a Beat
DL 8114 • ED 735

MELODIES OF LOVE
WAYNE KING
The Waltz King
DL 8124 • ED 739

COMING YOUR WAY!

DECCA 29552 (78 RPM) and 9-29552 (45 RPM)
RAZZLE-DAZZLE
Bill Haley and His Comets

DECCA 29579 (78 RPM) and 9-29579 (45 RPM)
TWO HOUND DOGS
Lenny Dee

DECCA 29579 (78 RPM) and 9-29579 (45 RPM)
PUNXSUTAWNEY BOOGIE

DECCA 29571* (78 RPM) and 9-29571* (45 RPM)
CRAZY ORGAN RAG
Recorded by Deutsche-Grammophon Polydor

DECCA 29571* (78 RPM) and 9-29571* (45 RPM)
PALESTEENA

DECCA 39577 (78 RPM) and 9-29577 (45 RPM)
OH JOHNNY, OH JOHNNY, OH!

DECCA 39577 (78 RPM) and 9-29577 (45 RPM)
THERE'S POISON IN YOUR HEART
Kitty Wells

DECCA 29587 (78 RPM) and 9-29587 (45 RPM)
I'M IN LOVE WITH YOU

DECCA 29587 (78 RPM) and 9-29587 (45 RPM)
PASS THE PLATE OF HAPPINESS AROUND
Guy Lombardo and His Royal Canadians

DECCA 29587 (78 RPM) and 9-29587 (45 RPM)
FREDDY
Available only for U.S.A., Canada and certain additional specified territories

Congratulations
CASH BOX
May 13 be your
Lucky Number

DECCA
RECORDS

America's Fastest Selling Records

RECORD REVIEWS

ⓈⓂ DISK & SLEEPER

ⓈⓂ EXCELLENT

ⓈⓂ VERY GOOD

ⓈⓂ GOOD

ⓈⓂ FAIR

ⓈⓂ MEDIOCRE

RUSTY DRAPER

Mercury 70651; 70651x45)

“SEVENTEEN” [Lois BMI—] A sensational, driving tune that's making big in certain cities, is belted across in top form by Rusty Draper. Real wild deck in the Bill Haley style. Powerful.

ⓈⓂ “I CAN'T LIVE WITHOUT THEM ANYMORE” [Marvin BMI—] A slow beaty piece of blues material is colorfully treated by the warbler. Potent delivery of an oomphy piece of tunestuff.

THE CADABOUTS

(Wing 90008; 90008x45)

ⓈⓂ “TWO THINGS I LOVE” [Cash Songs BMI—] The Gadabouts offer an attractive pop rendition of a rock 'N' roller. Good tune that has possibilities. Good dance deck, too.

ⓈⓂ “GLASS HEART” [Pure BMI—] The crew changes the pace and glides through a soft and inviting sentimental ballad. Pretty love song fashioned with feeling.

PAT BOONE

(Dot 15377; 45-15377)

ⓈⓂ “AIN'T THAT A SHAME” [Commodore BMI—Domino, Bartholomew] A beaty rhythm and blues smash that's right up near the top, is potently belted for the pop market by Pat “Two ts” Boone. A strong and very commercial side that could sell a bundle. Looks like a click.

ⓈⓂ “TENNESSEE SATURDAY NIGHT” [Hill & Range BMI—Hughes] Another up beat rhythm full of punch. Country flavored jumper.

RAZY OTTO

Decca 29571; 9-29571)

“OH JOHNNY, OH JOHNNY, OH!” (2:19) [Forster ASCAP—Rose] Crazy Otto, the man who led the happy-go-lucky trend, comes to dish out that delightful n type piano material as he es thru a cute version of the Bonnie Baker classic. Should sell p.

PALESTEENA” (2:15) [Shapiro, Bernstein ASCAP—Conrad, son] Another contagious oldie this a hot coupling. Great old with a lovely flavor.

E FROMAN

Capitol 3164; F-3164)

“YOU'RE THE ANSWER TO MY PRAYER” (2:33) [Savoy & Hill Range BMI—Singleton, McCoy] E Froman comes up with a dramatic reading of a stirring number the rhythm and blues field. at delivery.

“SUMMERTIME IN VENICE” [Wick ASCAP—Sign] A slow song “ress does e ballad.

THE CASH BOX DISK OF THE WEEK

“TWO HOUND DOGS” (2:54)

[Valleybrook ASCAP—Haley, Pingatore]

“RAZZLE-DAZZLE”

(2:41)

[Roosevelt BMI—Calhoun]

BILL HALEY & His Comets

(Decca 29552; 9-29552)



BILL HALEY & COMETS

● The amazing Bill Haley and his Comets, who have created a trend all their own with their fabulous

knock-down drag-out instrumentals, offer another sensational two-sider as a follow-up to their current smash sensation “Rock Around The Clock.” One side, “Two Hound Dogs,” is wild handclapper that starts rocking from the very first note. The boys really kill themselves here and send up a side that just can't miss. Equally tremendous is the coupling, dubbed “Razzle-Dazzle.” It's another galloping performance that you just can't sit still to. Haley has another twin-deck money maker that's gonna keep the boxes rockin' all around the clock.

BETTY MADIGAN

(MGM 12022; K-12022)

ⓈⓂ “TEDDY BEAR” (2:47)

[Brighton ASCAP—Danzig, Dee] Betty Madigan, who comes over well on little girlish tunes, does a very pretty job on this touching sentimental item. Lovely melody tenderly treated. Could click.

ⓈⓂ “PLEASE BE KIND” (2:52)

[Harms ASCAP—Cahn, Chaplin] The talented lark is dreamy and attractive on this velvety love song. Neatly woven performance.

THE JOHNSTON BROS.

(London 1526; 45-1526)

ⓈⓂ “EVERYBODY SING” (Medley)

(2:32) [ASCAP] Here's a great disk for a party. The Johnston Bros. get a ragtime backing as they sing a medley of classic oldies. Happy bouncy side just tops for group singing.

ⓈⓂ “EVERYBODY SING” (Medley)

(2:40) [ASCAP—] More of the same delightful material. Boys have a great sound.

LENNY DEE

(Decca 29579; 9-29579)

ⓈⓂ “PUNXSUTAWNEY BOOGIE”

(2:40) [Massey ASCAP—Sanford, Mysels] As his smash version of “Plantation Boogie” continues to ride the charts, Lenny Dee comes up with another swinging organ rendition of a boogie item. Rockin' side. If the kids can pronounce the name, they'll be asking for it.

ⓈⓂ “CRAZY ORGAN RAG” (2:42)

[Shapiro, Bernstein ASCAP—Joplin, Woody] The versatile organ stylist bounces through a contagious and lively cutie on this end. Dee has a great sound.

THE 9 LA FALCE BROTHERS

(RCA Victor 20/47-6177)

ⓈⓂ “HELP ME” (2:28) [Southern

ASCAP—Carreras, Farver] As cha-chas grow in popularity, the 9 La Falce Bros. usher in their version of a pretty and romantic cha cha. Boys have a beautiful sound. Deck could make noise.

ⓈⓂ “LONELY ROAD” (2:25) [Roger

ASCAP—Chatham, Breeskin] The men sound most inviting on this touching romantic ballad. For a bunch of husky voices, they have a great sound. Two appealing halves.

THE CASH BOX BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the “Disk” and “Sleeper” Of The Week, are those most likely to achieve popularity.

★ “AIN'T IT A SHAME	Pot Boone	Dot 15377; 45-15377
★ “PUNXSUTAWNEY BOOGIE”	Lenny Dee	Decca 29579; 9-29579
★ “OH JOHNNY, OH JOHNNY, OH!”	Crozy Otto	Decca 29571; 9-29571
★ “SEVENTEEN”	Rusty Draper	Mercury 70651; 70651x45
★ “MY LOVE CAME BACK”	Sandy Solo	Jubilee 5207; 45-5207

XAVIER CUGAT & MERV GRIFFIN
(Columbia 40530; 4-40530)

ⓈⓂ “SWEET AND GENTLE” (2:32) [Peer Inter'l BMI—Thorn, Portal] Cugie and his crew assist crooner Merv Griffin as he chants a current hit cha-cha. Pleasant cover platter.

ⓈⓂ “THAT'S HOT-CHA-CHA WITH ME!” (2:27) [E. B. Marks BMI—Crandall, Bianco] Another cute cha cha deck is smoothly presented here. Ok side.

HELEN GRAYCO

(“X”-0139; 4X-0139)

ⓈⓂ “I LOVE YOU, YES I DO” (2:32) [Lois BMI—Nix, Glover] Helen Grayco gets hold of a good piece of rock and roll material and sends it across in a spirited, sultry manner. Group assists. Commercial offering.

ⓈⓂ “WHAT DO YOU SEE IN HER?” (2:39) [Redd Evans ASCAP—David, Weldon] The thrush has a more powerful piece of material to work with on this end, and she handles it with class. A fine performer.

GINNY GIBSON

(MGM 12019; K-12019)

ⓈⓂ “AM I ASKING TOO MUCH” (2:44) [Sheldon BMI—Bergman, Evans, Ames] The penetrating voice of Ginny Gibson is emotional on this stirring romantic number. Pretty results.

ⓈⓂ “CHIHUAHUA CHOO-CHOO” (2:52) [E. H. Morris ASCAP—Livingston, Evans] An attractive samba novelty is cleverly handled here. Beat also changes to a mambo and jump.

LEE KANE

(Capitol 3166; F-3166)

ⓈⓂ “MERCY BEAUCOUP” (2:22) [Beechwood BMI—Kollman, Adelson] Lee Kane has a pleasing wistfulness as she tenderly and romantically fashions a pretty love song.

ⓈⓂ “AROUND AND AROUND” (2:28) [Ardmore ASCAP—James, Pepper] A catchy up-beat novelty is perty delivered by the lark on this end. Tune has a contagious lilt and could catch on.

SANDY SOLO

(Jubilee 5207; 45-5207)

ⓈⓂ “MY LOVE CAME BACK” (3:00) [Southern ASCAP—Lowe, Fragos] The smooth tones of Sandy Solo come over beautifully on this touching, romantic ballad. Crooner has a great feel for a love song. Brilliant future in store. This disk could send him up the ladder.

ⓈⓂ “NOTHING HAS CHANGED” (2:51) [Duchess ASCAP—Wayne, Sherman] Another warm and moving, sentimental love song. Meaningful delivery.

(QUESTION)

Who are America's #1 Record Sellers?

(ANSWER)

BILL HALEY and his Comets

(QUESTION)

Who are the only recording artists to sell over one million records on each of their first two releases with any company? "Shake, Rattle & Roll" and "Rock Around The Clock" (Decca)

(ANSWER)

BILL HALEY and his Comets

(QUESTION)

Who are recognized as the most dynamic instrumental singing group in the world?

(ANSWER)

BILL HALEY and his Comets

(QUESTION)

What recording artists have had eight straight hits on the Decca Label?

(ANSWER)

BILL HALEY and his Comets

(QUESTION)

What act is breaking records daily in Arenas, Theatres, Casinos, Ball Rooms and at nite clubs all over America?

(ANSWER)

BILL HALEY and his Comets

(QUESTION)

What instrumental-singing group was played most by the disc jockeys of America because their beat and drive is the greatest ever put on wax?

(ANSWER)

BILL HALEY and his Comets

THANKS D.J.'S

For voting us
"MOST PROGRAMMED SM
INSTRUMENTAL GROUP IN"

BILL HALEY

for all the C's

Exclusive Booking Direction
JOLLY JOYCE INC
NEW YORK
1619 B'v
(Suite 7
PL 7-17

DECCA
RECORDS



FREE...

**Copy of The Sensational
Historical and Statistical
13th ANNIVERSARY ISSUE
of THE CASH BOX
to the
First 500 Subscriptions
Arriving At This Office Accompanied
With The Application On The Bottom
Of This Page**

**ADDITIONAL COPIES of the 13th ANNIVERSARY
Issue AVAILABLE FOR A SHORT TIME ONLY
at \$5.00 per copy**

for 1 year and mail me a copy of the
ed is \$15.

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please send me

- ☐ Additional Copy (Copies)
of The 13th Anniversary Issue.
Enclosed is \$5.00 For Each Copy.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

JUBILEE RECORDS

Congratulates

THE CASH BOX

its CONFIRMATION YEAR

THESE PRESENTS in POP & R&B EXCLUSIVELY YOURS



Della Reese
"IN THE STILL OF THE NIGHT"
Jubilee # 5198

The Ravens
"GREEN EYES"
"The Bells Of San Raquel"
Jubilee # 5203

The Four Tunes
"TIME OUT FOR TEARS"
"Tired Of Waiting"
Jubilee # 5200

The Heartbeats
"FINALLY"
Jubilee # 5202

Trudy Richards
"PROMISES, PROMISES"
"Don't Rush Me"
Jubilee # 5197

Danny Cobb
"A BRAND NEW DEAL"
"MY ISABELLA"
Jubilee # 5206

NEW! GREAT!

Jo Ann Tolley
"MY FIRST LOVE"
"DEAREST ONE"
Jubilee # 5204

Laura Manning
"ONE IS MINE"
"I DON'T THEENK THAT YOU LAWVE ME"
Jubilee # 5195

The Satisfiers
"LIES, NOTHING BUT LIES"
"ALL OVER NOTHING AT ALL"
Jubilee # 5205

Sandy Solo
"MY LOVE CAME BACK"
"NOTHING HAS CHANGED"
Jubilee # 5207

Dick Thomas & The Stylers
"ANY TIME IS LOVIN' TIME"
"WHEN UNCLE JOE PLAYS THE RAG ON HIS OLD BANJO"
Jubilee # 5208

JOSIE has PRESENTS of R&B HITS Too

The Cadillacs
"DOWN THE ROAD"
"WINDOW LADY"
Josie # 778

The Quailtones
"TEARS OF LOVE"
"ROXANNA"
Josie # 779

The Clicks
"PEACE AND CONTENTMENT"
"COME BACK TO ME"
Josie # 780

The Ray-O-Vacs
"I STILL LOVE YOU"
"DADDY"
Josie # 781



Jubilee Records
315 WEST 47th STREET • NEW YORK 19, N. Y.



Josie RECORD
315 WEST 47th STREET
NEW YORK 19, N. Y.

in Canada on Quality Label

"It's What's in THE CASH BOX That Counts"

A Healthy Dealer Structure Is The Key To Successful Mass Merchandising



by Emanuel Sacks

The future of the record industry hinges on a healthy dealer structure, the only key to successful mass merchandising.

I say this in the knowledge that some people in the industry seem to think that the mailman can take the place of record dealers.

We at RCA Victor know differently. It is America's thousands of record dealers who have built this business into a vigorous, ever-expanding seg-

ment of the nation's over-all industry.

That is why every move we make is determined primarily by how it will help our dealers. Here is a recent example of this type of planning:

At the beginning of 1955 we reduced our suggested retail prices on classical long playing records as a means of putting our dealers in a stronger competitive position. As a result, sales have increased about 43 per cent. Profits for our dealers have shown comparable gains.

In the next few years a big surge in our teen-age population should assure a 20 per cent increase in record sales, providing our product is properly merchandised.

And we know that dealers—and only dealers—can do this job as it should be done. They are the direct, personal link between our merchandise and potential customers.

By their displays, well-stocked shelves, and, most of all, a knowledge of their merchandise, they can capture a far greater share of this expanding market than can any system which eliminates the dealer.

I am confident there is only one direction in which the record business can go. That is UP. But, as in the past, it always will be the dealer who is the final determining factor in just how far we can expand.

As our dealers go, so goes RCA Victor. Their successful future always will be uppermost in our planning.



PLATTER

SPINNER

PATTER

ALL ABOUT DISK JOCKEYS

THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK (PLUS THE NEXT TEN)

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

- | | |
|--|------------------------------|
| 1. UNCHAINED MELODY | Les Baxter (Capitol) |
| | Al Hibbler (Decca) |
| | Roy Hamilton (Epica) |
| 2. CHERRY PINK AND APPLE BLOSSOM WHITE | Perez Prado (RCA) |
| 3. LEARNIN' THE BLUES | Frank Sinatra (Capitol) |
| 4. SOMETHING'S GOTTA GIVE | McGuire Sisters (Capitol) |
| 5. HONEY BABE | Art Mooney (MGM) |
| 6. A BLOSSOM FELL | Nat "King" Cole |
| 7. ROCK AROUND THE CLOCK | Bill Haley (Decca) |
| 8. HEART | Eddie Fisher (RCA) |
| | Four Aces (Decca) |
| 9. HARD TO GET | Gisele MacKenzie |
| 10. SWEET AND GENTLE | Alan Dale (Coral) |
| | Georgia Gibbs (Mercury) |
| 11) ALABAMA JUBILEE. | 12) HEY, MR. BANJO. |
| 13) WHOLE LOTTA WANTS. | 14) BALLAD OF DAVY CROCKETT. |
| 15) CHEE-OO CHEE. | 16) DANCE WITH ME, HENRY. |
| 17) THE MAN IN A RAINCOAT. | 18) LOVE ME OR LEAVE ME. |
| 19) IT'S A SIN TO TELL A LIE. | |

If the four anonymous jockeys from Rochester would sign the list, they might be able to answer them. . . . Dave Miller (WMIE-Miami, Fla.) gave a superb response to his three TV shows with WITV. . . . Bill Stebbins (Mailbag Programs) are now being heard daily on WJWS-South Carolina. . . . one thousand watt daytime independent. For the past eight years programs have been broadcast over WSVS-Crewe, Va. . . . Ray Starling (midwest) to join the staff of WJAN-Spartanburg, S. C. Ray will be director.

* * * * *



STAN PAT
(WTTM—Trenton, N. J.)

Pic of the week—Stan Pat, former with WTTM-Trenton, N. J., doing a fine job with Grand Records, Philly we hear. S. Pat's office in New York City. . . . Donn Parker (Ft. Meyers, Fla.) uses his audience to "The Hit Of The Week." The winning record featured for a week on all of his shows. . . . fourteen plays per day or seventy for the winner of his first such shows was Nat "King" Cole. "My One Sin." The other audience participants featured baritones. The winning baritone record played 11 times a day or 55 times for the week. After the baritones get their run, Donn Parker will have a contest for the feds. . . . George and (WSAI-Cincinnati, O.) now conducting a show which they ask the listeners to guess "The Cash Box" has been swamped with requests for number about fifty, ranging from a mod to theatre tickets. . . . Gene Edwards (WRIT

Wis.) program director at his new affiliation. . . . Hal Tunis is former Bill Silbert spot on WABC-New York, 12 midnight to 1 a.m. feature mood music and the seg will be called The Hal Tunis Show. Wemyss and his family were honored with a whole program played to his arrival in America. Idea was started with a request from A. Edinburg, Scotland, who wrote Chet Trouten (WHKK-Akron, O.) him to play a couple of songs for the Wemyss family. . . . Mau (WVCO-Columbus, O.) asks for religious records. . . . John Stone (banks, Alaska) writes to advise the current trend to handclap strumming and the cornball beat is beginning to show in Fairbank. John Stone Show, now three hours daily on KFRB is "coming on" says John, "and a great big thanks to The Cash Box for some work."

* * * * *

Jerry Kay (WTIX-New Orleans, La.) getting a new car. Jerry Kay back from a vacation when his hood flew off. As he was taking repair he was hit broadside by a truck. Car was demolished. . . . (WWIN-Baltimore, Md.) moved to that station from WGH-Norfolk. . . . says it's his home town and he's happy to be back. . . . Dwight Gordon (WEW-St. Louis, Mo., on June 20. Gordon was formerly with V. Ill. . . . Dick Reddick (WKMC-Roaring Springs, Pa.) now doing pop and r & b weekly. . . . Lou Barile (WKAL-Rome, N. Y.) reports city's big contest to select the "Queen of the Festival" at St. John's Church, has as its top prize for the winner—a date in New York. . . . MGM's handsome singer, Tommy Mara.

FOR THE "A" TREATMENT IN N.Y. STATE.
KEEP ALPHA IN MIND...

"POP"
"Latin American"
"RHYTHM & BLUES"
"Rock 'n' Roll"
"Jazz - Polka"

HAPPY ANNIVERSARY CASH BOX

ALPHA DISTRIBUTING CO.
457 W. 45th Street (CI-7-6177) New York, N.Y.
JOHNNY HALONKA • HARRY APOSTOLERIS

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

The \$200,000,000 Question



by LEONARD SCHNEIDER

That the record business is fast-moving will not come to anybody as news. But, never before have the opportunities existed for multiple exposure on such a gigantic scale. The growth of the Disc Jockey as an American institution gave us entree to the ears of Americans in their own homes and towns. Television enhanced and broadened the communication between the phonograph record and the record-buying public and added a dynamic impact which we never imagined could exist. The incorporation of the juke boxes as a familiar and friendly fixture in the restaurants, cafes, bars and soda fountains, where all America relaxes, gave us a kind of exposure that really counts—a kind that is paid for, by the public themselves.

There is no question that the combined effect of these powerful influences have sent people scurrying to their record stores and that these influences are responsible in no small degree for the forward strides the Record Industry has made and is making now. The Record Industry today is an important business—a major

supplier of entertainment to the public and an influential factor in creating new talent and in sustaining the importance of talent proved by experience through the years.

Perhaps we should dwell for a moment on another side of the picture; for with the growth of the industry, both in terms of the number of people working in it, and in terms of its national importance, has come the need for mature leadership and adult understanding of the influence for good and evil that records have on the lives of the younger generation. Evasion of responsibility in this connection can only bring harm to the entire industry.

Also, never before have the demands for alertness to the trends of today and tomorrow been so exacting. We all know the maxim: "Today's peacock . . . Tomorrow's feather duster!" The industry must be sensitive enough to anticipate and flexible enough to enunciate the tastes and styles of the music of tomorrow. The industry must back up its creative responsibilities with power of production and speed of distribution undreamed of years ago.

Certainly, if we continue to progress along these lines, the record industry can and should surpass the \$200,000,000 mark. However, we at Decca constantly face the down-to-earth realization that with all the added advances of a fine product, superbly engineered, quickly produced and distributed; aided and abetted by the promotional impact of radio and TV and backed by aggressive support from coin machine operators and dealers—with all this, we realize the chance for success as against failure of each individual record has not altered in the least. For records promoted to the hilt do not always find their place in people's homes or in the boxes, while others, with small fanfare sometimes have made the number 1, 2, or 3 spots on the weekly "best seller" lists.

Thus at Decca, it's still "What's in the groove that counts!" and as each new record comes up we examine it with the same question, "Is it or isn't it in the groove?"

THE CASH BOX



- GAILEY MUSIC SHOP**
New York, N. Y.
1. Unchained Melody (A. Hibbler)
 2. Cherry Pink (Perez Prado)
 3. Davy Crockett (Bill Hayes)
 4. Dance With Me Henry (Georgia Gibbs)
 5. Whatever Lola Wants (Sarah Vaughan)
 6. Heart (Eddie Fisher)
 7. Honey Babe (Art Mooney)
 8. Learnin' The Blues (F. Sinatra)
 9. Sweet and Gentle (A. Dale)
 10. Blue Star (Felicia Sanders)

- BEN BROWN MUSIC**
Lynn, Mass.
1. Rock Around The Clock (Bill Haley)
 2. Davy Crockett (Mickey Katz)
 3. Cattle Call (Arnold & Winterhalter)
 4. Unchained Melody (Roy Hamilton)
 5. Hard To Get (G. MacKenzie)
 6. Sin To Tell A Lie (Somethin' Smith)
 7. I'll Never Stop Loving You (Doris Day)
 8. Cherry Pink (Perez Prado)
 9. Ain't It A Shame (Fats Domino)
 10. Sweet And Gentle (A. Dale)

- YAEGER'S MUSIC SHOP**
Baltimore, Md.
1. Sweet And Gentle (A. Dale)
 2. Unchained Melody (L. Baxter)
 3. Hey Mr. Banjo (Banjo Boys)
 4. Sin To Tell A Lie (Somethin' Smith)
 5. Something's Gotta Give (McGuire)
 6. I'll Never Stop Loving You (Doris Day)
 7. Cherry Pink (Perez Prado)
 8. Honey Babe (Art Mooney)
 9. Learnin' The Blues (F. Sinatra)
 10. Good And Lonesome (Kay Starr)

- THOMPSON'S**
Eugene, Ore.
1. Rock Around The Clock (Bill Haley)
 2. Unchained Melody (Al Hibbler)
 3. Cherry Pink (Perez Prado)
 4. Davy Crockett (Fess Parker)
 5. Sin To Tell A Lie (Somethin' Smith)
 6. Something's Gotta Give (McGuire)
 7. Honey Babe (Art Mooney)
 8. Heart (Eddie Fisher)
 9. Learnin' The Blues (F. Sinatra)
 10. A Blossom Fell (Nat Cole)

- LIL' PAL RECORD STORE**
Houston, Tex.
1. Rock Around The Clock (Bill Haley)
 2. If I May (Nat "King" Cole)
 3. Dance With Me Henry (Georgia Gibbs)
 4. Wake The Town (L. Baxter)
 5. My One Sin (N. "King" Cole)
 6. Popcorn Song (Cliffie Stone)
 7. Good And Lonesome (Kay Starr)
 8. A Little You (Sunny Gale)
 9. Cherry Pink (Alan Dale)
 10. I'll Never Stop Loving You (Doris Day)

- BERT'S CAMERA CENTER**
Baton Rouge, La.
1. Rock Around The Clock (Bill Haley)
 2. Unchained Melody (Al Hibbler)
 3. A Blossom Fell (Nat Cole)
 4. Cherry Pink (Perez Prado)
 5. Learnin' The Blues (F. Sinatra)
 6. Wallflower (Etta James)
 7. Something's Gotta Give (McGuire)
 8. Ain't It A Shame (Fats Domino)
 9. Honey Babe (Art Mooney)
 10. Davy Crockett (Tennessee Ernie)

- MOSES MELODY SHOP**
Little Rock, Ark.
1. Rock Around The Clock (Bill Haley)
 2. Unchained Melody (Al Hibbler)
 3. Something's Gotta Give (McGuire)
 4. Dance With Me Henry (Georgia Gibbs)
 5. If I May (Nat Cole)
 6. Cherry Pink (Perez Prado)
 7. Darling Je Vous (Nat Cole)
 8. Learnin' The Blues (F. Sinatra)
 9. Silver Dollar (Teresa Brewer)
 10. Rollin' Stone (Fontanes)

- HUDSON ROSS**
Chicago, Ill.
1. Sin To Tell A Lie (Somethin' Smith)
 2. Learnin' The Blues (F. Sinatra)
 3. Carmen's Boogie (Lenny Dee)
 4. Cherry Pink (Perez Prado)
 5. Rock Around The Clock (Bill Haley)
 6. Love Me Or Leave Me (Sammy Davis)
 7. Hard To Get (G. MacKenzie)
 8. Something's Gotta Give (McGuire)
 9. Alabama Jubilee (Ferro Band)
 10. In The Still Of The Night (Della Reese)

- MUSIC CORNER**
New Haven, Conn.
1. Rock Around The Clock (Bill Haley)
 2. Cherry Pink (Perez Prado)
 3. Unchained Melody (Hibbler Baxter)
 4. Something's Gotta Give (McGuire Davis)
 5. Story Untold (Nutmegs)
 6. Whatever Lola Wants (Sarah Vaughan)
 7. Cattle Call (Arnold & Winterhalter)
 8. Mama Rosa (Julius La Rosa)
 9. A Blossom Fell (Nat Cole)
 10. Honey Babe (Mooney Sauter Finegan)

- MUSIC SALES CORP.**
Augusta, Ga.
1. Rock Around The Clock (Bill Haley)
 2. Plantation Boogie (L. Dee)
 3. Unchained Melody (Roy Hamilton)
 4. Rollin' Stone (Fontanes)
 5. Birth Of The Boogie (Bill Haley)
 6. Cherry Pink (Perez Prado)
 7. Heart (Eddie Fisher)
 8. Davy Crockett (Tennessee Ernie)
 9. A Blossom Fell (Nat Cole)
 10. Learnin' The Blues (F. Sinatra)

- THE MUSIC BOX**
Spokane, Wash.
1. Rock Around The Clock (Bill Haley)
 2. Unchained Melody (Al Hibbler)
 3. Popcorn Song (Cliffie Stone)
 4. Cherry Pink (Perez Prado)
 5. Playmates (Fontanes)
 6. Davy Crockett (Tennessee Ernie)
 7. A Blossom Fell (Nat Cole)
 8. Learnin' The Blues (Sinatra)
 9. Honey Babe (Art Mooney)
 10. Something's Gotta Give (McGuire)

- THE WAX WORKS**
Owensboro, Ky.
1. Unchained Melody (L. Baxter)
 2. Cherry Pink (Perez Prado)
 3. Dance With Me Henry (Georgia Gibbs)
 4. A Blossom Fell (Nat Cole)
 5. Learnin' The Blues (F. Sinatra)
 6. Whatever Lola Wants (Sarah Vaughan)
 7. The Kentuckian Song (Arnold & Winterhalter)
 8. Silver Dollar (Teresa Brewer)
 9. The Blues From Kiss Me (Deadly (Nat Cole)
 10. The Breeze And I (Valente)

- TRI-BORO RECORD EXCH.**
Jamaica, L. I., N. Y.
1. Unchained Melody (Al Hibbler)
 2. Cherry Pink (Perez Prado)
 3. Honey Babe (Art Mooney)
 4. Sweet And Gentle (A. Dale)
 5. Something's Gotta Give (Sammy Davis)
 6. Soldier Boy (The Four Fellows)
 7. Story Untold (Nutmegs)
 8. The Verdict (Five Keys)
 9. Rock Around The Clock (Bill Haley)
 10. If I May (Nat Cole)

- LYRIC NEWS & RECORD SHOP**
Indianapolis, Ind.
1. Rock Around The Clock (Bill Haley)
 2. Cherry Pink (Perez Prado)
 3. Unchained Melody (Roy Hamilton)
 4. If I May (Nat Cole)
 5. Learnin' The Blues (F. Sinatra)
 6. Heart (Eddie Fisher)
 7. Whatever Lola Wants (Sarah Vaughan)
 8. Davy Crockett (Bill Hayes)
 9. Honey Babe (Art Mooney)
 10. Black Magic (Sammy Davis)

- COLUMBIA MUSIC CO.**
San Francisco, Calif.
1. Unchained Melody (Al Hibbler)
 2. Cherry Pink (Perez Prado)
 3. Learnin' The Blues (F. Sinatra)
 4. Davy Crockett (Fess Parker)
 5. A Blossom Fell (Nat Cole)
 6. Something's Gotta Give (Doris Day)
 7. Honey Babe (Art Mooney)
 8. Heart (Eddie Fisher)
 9. Dance With Me Henry (Georgia Gibbs)
 10. Rock Around The Clock (Bill Haley)

- MARTY'S MUSIC STORE**
Lebanon, Pa.
1. Cherry Pink (Perez Prado)
 2. Unchained Melody (Hamilton Baxter)
 3. Something's Gotta Give (McGuire)
 4. A Blossom Fell (Nat Cole)
 5. Rock Around The Clock (Bill Haley)
 6. Honey Babe (Art Mooney)
 7. Dance With Me Henry (Georgia Gibbs)
 8. Davy Crockett (Bill Hayes)
 9. Sin To Tell A Lie (Somethin' Smith)
 10. Learnin' The Blues (F. Sinatra)

- GRAYMAT MUSIC SHOP**
Morristown, N. J.
1. Rock Around The Clock (Bill Haley)
 2. Unchained Melody (Al Hibbler)
 3. Cherry Pink (Perez Prado)
 4. Honey Babe (Art Mooney)
 5. Davy Crockett (Fess Parker)
 6. Something's Gotta Give (Sammy Davis)
 7. A Blossom Fell (Nat Cole)
 8. Sin To Tell A Lie (Somethin' Smith)
 9. Crazy Otto (Johnny Maddox)
 10. Learnin' The Blues (F. Sinatra)

- BURK'S MUSIC SHOP**
St. Paul, Minn.
1. Rock Around The Clock (Bill Haley)
 2. Unchained Melody (L. Baxter)
 3. House Of Blue Lights (Chuck Miller)
 4. Man In The Raincoat (Priscilla Wright)
 5. Something's Gotta Give (McGuire)
 6. Hummingbird (Paul & Ford)
 7. The Kentuckian (Hilltoppers)
 8. A Blossom Fell (Nat Cole)
 9. Learnin' The Blues (F. Sinatra)
 10. Breeze And I (C. Valente)

- HOUSE OF MUSIC**
Honolulu, T. H.
1. Davy Crockett (Tennessee Ernie)
 2. Cherry Pink (Perez Prado)
 3. Dance With Me Henry (Georgia Gibbs)
 4. Unchained Melody (Roy Hamilton)
 5. How Important Can It Be (Joni James)
 6. The Breeze And I (C. Valente)
 7. If I May (Nat Cole)
 8. Darling Je Vous (Nat Cole)
 9. Malaguena (C. Valente)
 10. Glad Rag Doll (Crazy Otto)

- SONG SHOP**
Cincinnati, Ohio
1. Something's Gotta Give (McGuire)
 2. Cherry Pink (Perez Prado)
 3. Learnin' The Blues (F. Sinatra)
 4. A Blossom Fell (Nat Cole)
 5. That's The Way Love Goes (Bon Buns)
 6. Honey Babe (Art Mooney)
 7. Unchained Melody (L. Baxter)
 8. Rock Around The Clock (Lenny Dee)
 9. Dance With Me Henry (Georgia Gibbs)
 10. Coo Coo Coo (Voices Three)

- RAY DE O'RA SYSTEM, INC.**
Indianapolis, Ind.
1. Unchained Melody (Roy Hamilton)
 2. Cherry Pink (Perez Prado)
 3. Learnin' The Blues (F. Sinatra)
 4. Dance With Me Henry (Georgia Gibbs)
 5. Whatever Lola Wants (Sarah Vaughan)
 6. Honey Babe (Art Mooney)
 7. Hey Mr. B. (Sunny Riders)
 8. A Blossom Fell (Nat Cole)
 9. Davy Crockett (V. Sc. Mann)
 10. Heart (Four)

Congratulations

and

Best Wishes

to

THE CASH BOX

on your

13th Anniversary

★

ESSEX RECORD DISTRIBUTORS, INC.

114 SPRINGFIELD AVE., NEWARK 3, N. J.

"New Jersey's Leading Indie Distributors"

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

"It's What's In The Cash Box That Counts"

Juke



A black and white portrait of a smiling man with short, light-colored hair, wearing a dark suit, white shirt, and patterned tie. He is holding a pen in his right hand. The photo is positioned to the right of a vertical strip that contains the word 'Juke' at the top.

AMES CONKLING

Stars of Bethlehem
The Greatest Names in
JAZZ
are on
BETHLEHEM RECORDS



AMERICA'S
JUKE BOX
FAVORITE

Tony Bennett

Current Columbia Hit . . .

"MAY I NEVER
LOVE AGAIN"

and

"DON'T TELL ME WHY"

*The Happiest of
Anniversaries
Tony*



Personal Management
LLOYD LEIPZIG

COLUMBIA
RECORDS

Golden Years Ahead



by IRVING GREEN

The years ahead can be golden years for all segments of the record industry. Most of us are certain they will be. Recent developments on economic, labor relations, political and international fronts all point toward a rising prosperity. Just one dramatic example is the new form of labor agreement reached between the auto workers and manufacturers—an agreement of prime interest to those of us who cater to the consumer's leisure time.

There is more spending money available than ever before. There is more leisure time than ever before. There's a more relaxed emotional feeling prevalent than there has been in many years. There's more and better product available to the consumer. All these

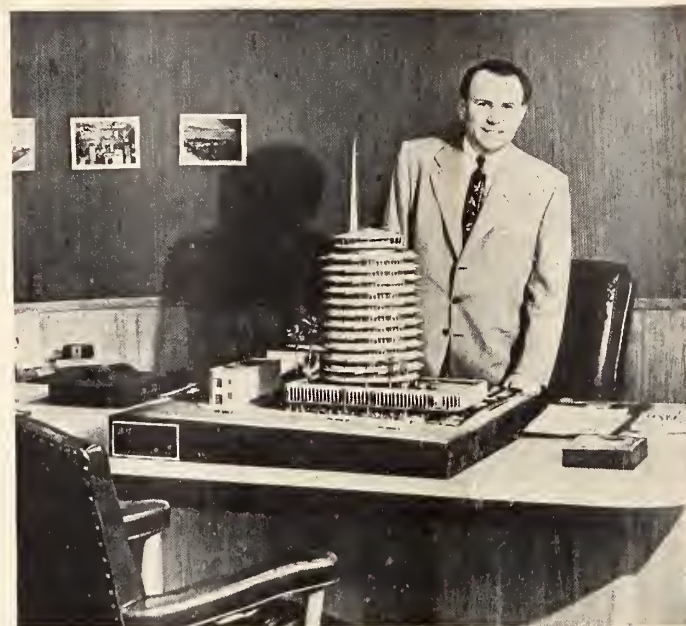
factors add up to a single and obvious fact—a golden opportunity. Despite television, do-it-yourself, more vacation time, rising prices and such; the record industry has been able to sell more records each succeeding year since the establishment of the three speeds. Not only is the record industry on the upswing, but more record playing equipment (and at higher prices) is being sold. More nickels and dimes are going into the coin slots of the juke boxes, too. And it's only the beginning!

It is expected that population changes in the next 10 to 15 years will almost double the potential record market. The advances in the recording and reproduction of music have been so dramatic as to introduce records to millions who never before had any interest in our products. Television has given the consumer a chance to see his favorite recording artists more often, but it has also forced radio, as a medium of exposure, to turn more and more to music for programming. In every way, events of the post-war era and those which we can see coming in the next 10 years all point toward an unequalled opportunity for manufacturers, distributors, dealers, operators and the consumer to expand the industry beyond anything dreamed of a few years ago.

But it won't happen as simply as it sounds in an article. All of us involved in bringing recorded music to the public will have to work hard to get our share of this potential market. Most of us will be ready, willing and able.

We've all heard the old adage about opportunity knocking. But I've never heard of opportunity breaking down the door after that gentle tap if the knock wasn't answered.

Capitol's Strength In The Loyalty of Employees, Its Dealers And Operators



by GLENN WALLICHS

During lunch time at Sunset and Vine it is my custom, along with several other Capitol executives, to wander down the street just beyond Hollywood Boulevard where we stand and watch a new building going up. I suppose you might call us "sidewalk superintendents" but, actually, there is one important difference—it is our building, and we're kind of proud of it.

Maybe you've heard about it: it's the world's first circular office building, the tallest building permitted in Los Angeles (thirteen stories), and combines our executive offices, studios, and everything else in one big operation. The striking design offers many innovations and we have had requests for photographs and models from all over the world.

But it isn't just the building, in a material sense, that excites us. As day after day of the Capitol Tower moves upward to its destined place dominating the Hollywood skyline, it becomes a symbol of a lot of things that we at Capitol have worked for in the past thirteen years.

Capitol started, as you may know, with a handful of employees operating out of a small store. There were many record companies starting at that time. A very few have survived. I knew at the time we started that the mortality rate for record companies was high. I was determined that we would grow and prosper and I knew that that could happen only if we had a sound distribution system and the loyal support of dealers and operators. We needed hit records, of course, but that, to some extent, is in the lap of the gods and with a good library of merchandise and a solid organization the company would continue to grow despite possible doldrums in the hit department.

So we sacrificed some of the luxuries of the present and plowed our profits back into building the organization and planning for the future.

And though this may sound a little "corny", I feel that I must state it: The strength of Capitol is not in the individual hits that come and go. It

is not in the concrete and Capitol Tower. Our strength is in the loyalty and vision of our dealers, and operators.

So, as I said, the building is a symbol: a milestone of you will.

Some time ago I read about Sir Thomas Lipton everyone knows, a brand name was advertised extensively the brand name was established sales assured I guess troubles were over. His problem was trying to win national yacht races, because it hasn't changed in many years.

Sometimes I wish we had so many products in such a business. But I am grateful the record business is a challenge. You are only as good as your records of today, the service last week, the dealers and operators you right now. Each day a new challenge, a new opportunity.

Someone once defined your own momentum as of gradually coming to a halt one in the record business on his own momentum was shrieking stop, fast. Your own momentum every week, every day.

I am dictating all this retary with my feet up and, at the moment, I am sure what I started out to be I am not trying to prove I am just trying to say the great industry we are in is proud to be a part of.

So, as we go through phases of price and profit and other transitory business, I feel as I do that underneath pretty solid and growing. The record business every day. Capitol is now for substantial expansion in the next few dealers and operators with us.

DISTRIBUTORS INC.

The South's Largest Record Distributor

(Wholesale distributors of
Columbia Record Products)

557 Osceola Street, Jacksonville, Florida, Phone EV 7-5535

Branch Office:

1349 Spring Street, N. W., Atlanta, Ga., Phone EL 8879

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

- h

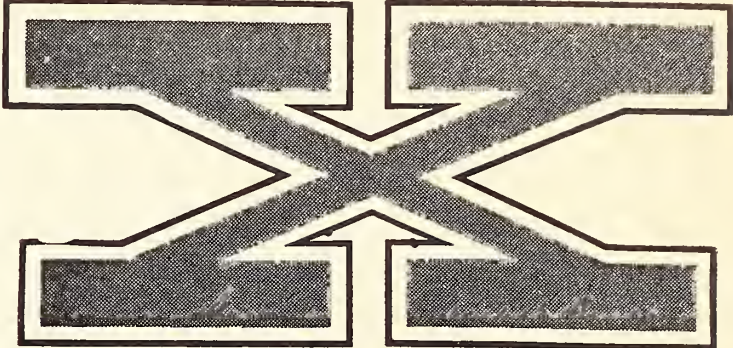
17 (4X-0137)
TO GET
ON FANCY
Gisele MacKenzie
- 35 (4X-0135)
TIDE BOOGIE
PIN' TRUMPETS
Richard Maliby
- 134 (4X-0134)
LONG
I SHOULD HAVE TOLD ME
The Three Chuckles
- 130 (4X-0130)
Y! GOOD LOOKIN'
I YOU PRETTY WOMAN
Norman Petty Trio
- 0138 (4X-0138)
WISH AND WISH
AN I BE SURE ABOUT YOU
Frankie Lester
- 0126 (4X-0126)
OHNNY DARLING
NO MORE LOVE
Sandy Stewart
- X-0128 (4X-0128)
ROLLIN' STONE
I'M THROUGH CHASING AFTER YOU
Eddie Fontaine
- X-0113 (4X-0113)
GOBBIN' BLUES
IF YOU ONLY KNEW
Russ Carlyle
- X-0154 (4X-0154)
FREDDY (In German)
FREDDY (In English)
Annie Cordy
- X-0111 (4X-0111)
WORSHIP YOU
THIS I GIVE TO YOU
Gloria Van
- X-0124 (4X-0124)
F WE ALL SAID A PRAYER
WE THREE
Bill Kenny
- X-0145 (4X-0145)
DANIEL BOONE
A TOUCH OF HEAVEN
Dick Lee
- X-0127 (4X-0127)
HEME FOR LOVERS
AST LOVE
Gordon Jenkins

OTHER NEW RECORDINGS BY:

Norman Brooks—Betty Clooney—Bill Darnell—Pearl
Eddy—Terry Fell—Larry Ferrari—Geri Galian—Geer
Sisters—Helen Grayco—Larry Green—Rudy Hansen
—Phyllis & Billy Holmes—Louis Jordan—Juliette
—Roberta Lee—Ben Light—Cecil Luna—Eddie Man-
son—Jimmy Palmer—Kenny Price—Lou Prohut—
C. Sharpe—Minor—Roy Smeck—Johnny Sparrow—
Spencer-Hagen Orchestra—Pick Temple
—Zeke and Slim

The Artists
and Management of

||



||

RECORDS

Salute

THE CASH BOX

on its


13th Anniversary

by announcing the

LUCKY

"13"

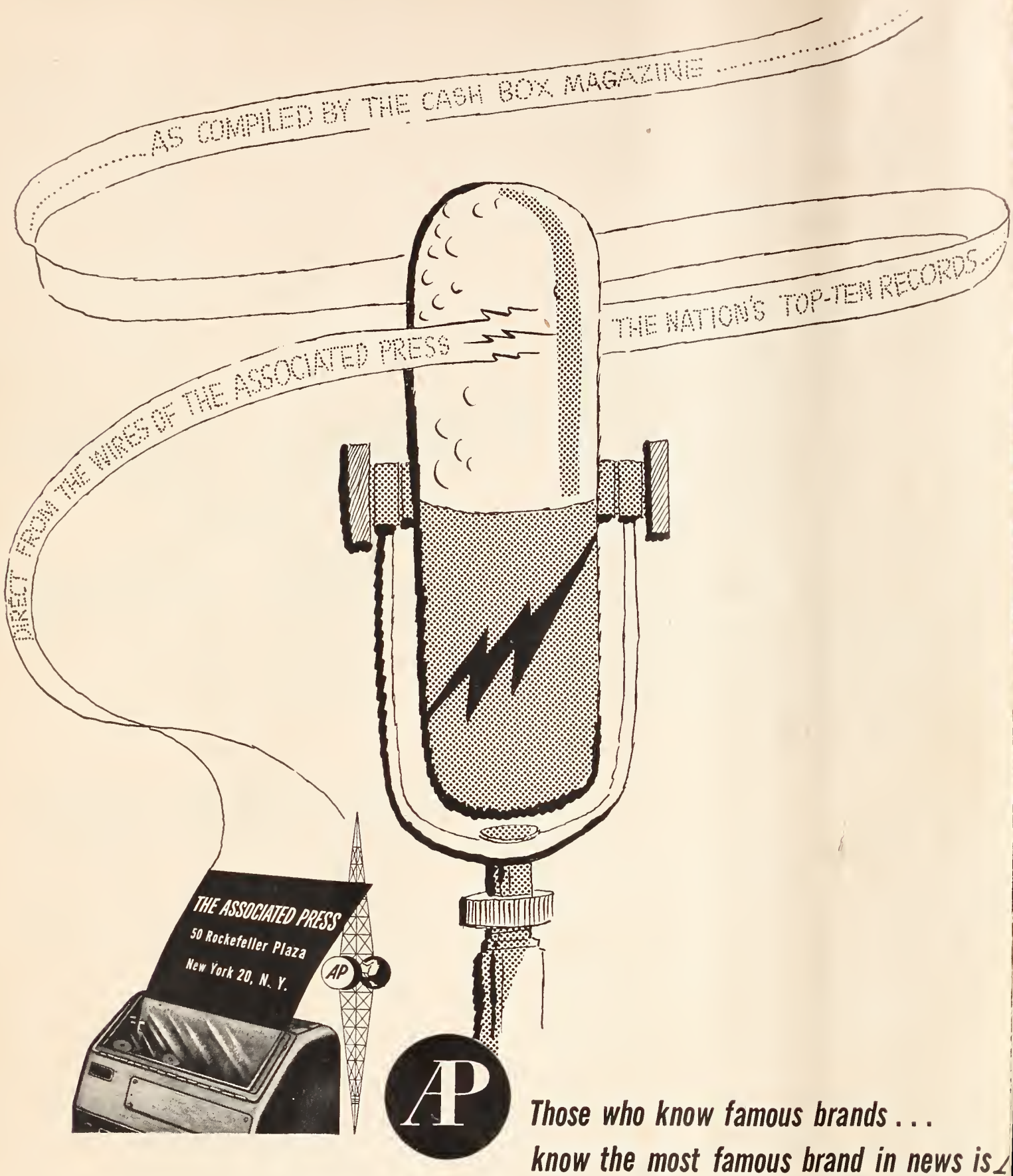
||



||

a Product of Radio Corporation of America

RECORDS MARK THE HITS!



*Those who know famous brands . . .
know the most famous brand in news is*

AP – Transmits THE CASH BOX charts over its wires to
1400 radio and television stations every week

THE CASH BOX

26 West 47th Street, New York 36, N. Y.

CHICAGO

32 W. Randolph St.

HOLLYWOOD

6272 Sunset Blvd.

NASHVILLE

804 Church St.

BOSTON

137 Sutherland Rd.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

HITS ARE A HABIT ON CORAL!

The McGuire Sisters
sing

SOMETHING'S GOTTA GIVE

and
Rhythm 'N' Blues
CORAL 61423 (78 RPM)
and 9-61423 (45 RPM)



Teresa Brewer
sings

THE BANJO'S BACK IN TOWN and HOW TO BE VERY, VERY POPULAR

CORAL 61448 (78 RPM)
and 9-61448 (45 RPM)



Johnny Desmond
sings

LAND OF THE PHAROHS

and
This Too Shall Pass
CORAL 61448 (78 RPM)
and 9-61448 (45 RPM)



Don Cornell
sings

MOST OF ALL

and
The Door Is Still Open To My Heart
CORAL 61393 (78 RPM)
and 9-61393 (45 RPM)



Steve Allen
sings

The GOO-GOO DOLL SONG

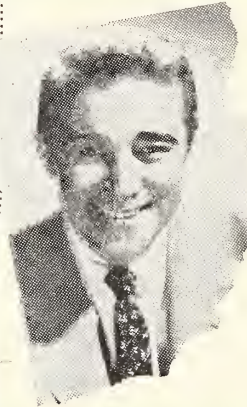
and
Old Betsy
CORAL 61445 (78 RPM)
and 9-61445 (45 RPM)



Alan Dale
sings

SWEET AND GENTLE

and
You Still Mean The Same To Me
CORAL 61435 (78 RPM)
and 9-61435 (45 RPM)



Karen Chandler
sings

IAN IN THE RAINCOAT

and
Sentimental Fool
CORAL 61433 (78 RPM) and 9-61433 (45 RPM)



Eileen Barton and Jimmy Wakely
sing

PUNCH and THIS-A-WAY, THAT-A-WAY

CORAL 61324 (78 RPM) and 9-61324 (45 RPM)



Lawrence Welk
sings

OF FIRE

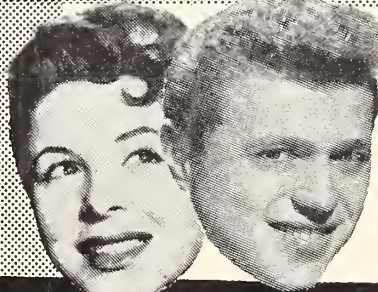
'Way
CORAL 61442 (45 RPM)



Eydie Gorme & Steve Lawrence
sing

BESAME MUCHO

and
Take A Deep Breath
CORAL 61411 (78 RPM) and 9-61411 (45 RPM)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS INC.)



CONGRATULATIONS CASH BOX 13th ANNIVERSARY

RECORD REVIEWS

DISK & SLEEPER	GOOD
EXCELLENT	FAIR
VERY GOOD	MEDIOCRE

BUDDY BREGMAN O. & DANNY WELTON
(Era 1002; 45-1002)

C+ "THE KENTUCKIAN SONG" (2:28) [Frank ASCAP—Gordon] The title tune from a forthcoming big flicker, is tastefully treated by Buddy Bregman's ork with Danny Welton handling the harmonica solo. Terrific tune that's hitting.

C+ "EAST OF EDEN" (2:40) [M. Witmark ASCAP—Rosenman] A chorus joins the ork and harmonicist once again to interpret another stirring Hollywood theme melody. Title tune also.

THE COMMANDERS with Eddie Grady
(Decca 29456; 9-29456)

B "CORNBALL #1" (2:40) [Springfield BMI—Manson] Eddie Grady and his Commanders get into the happy swing with a terrific cornball jump appropriately titled. Has that delightful Charleston flavor. Could click.

B "CAMPTOWN BOOGIE" (2:43) [P. D.] The standard "Camptown Races" theme is set to a jump beat by the crew, and the results are most exciting. Great deck for the lindy fans.

RAY HENRY ORCH.
(Dana 3202; 45-3202)

C+ "GOO-GOO POLKA" [—Dana] The goo goo doll, which Steve Allen is popularizing on his TV'er, is employed on this lively and bouncy polka novelty. Side really jumps.

C+ "RED HOT POLKA" [—Dana] More of the same invigorating music. Should be a big side in the right spots.

BRAD MOREY ORCH.
(Deed 1004; 45-1004)

C+ "WANG WANG CHA CHA" (2:14) [Miller ASCAP—Miller, Johnson, Busse, Wood] The Brad Morey ork is easy to dance to and also very commercial on this smooth cha cha novelty. Clever arrangement.

C+ "PAJAMA PARTY TIME" (2:19) [Harper House BMI—Morey] A pleasant jumper handled with finesse. Terrific big band sound.

BOB SENNETT
(Heart 1000; 45-1000)

C+ "BLUE PRELUDE" (2:39) [World ASCAP—Jenkins, Bishop] Bob Sennett and the Heart label debut together with an appealing coupling. This half is a dramatic arrangement of an exciting piece of blues matter. Torchy.

B "THE MERRY GO ROUND SONG" (2:06) [Brighton ASCAP—Sennett, Weirick] This lively, happy deck has possibilities for the summer season. It's a joyful, rah-rah side that's chock full of fun. Dee jays will love this.

THE CASH BOX SLEEPER OF THE WEEK

"CLOSE THE DOOR"

[Trinity BMI—Ebb, Klein]

"NUEVO LAREDO"

[Trinity BMI—Hicks, Moore, Lowe, Carey]

JIM LOWE

(Dot 15381; 45-15381)



JIM LOWE

● As the music world swings into the happy-go-lucky trend in full force, Jim Lowe and the gang issue a zany new platter that has

all the earmarks of an all out smash. Tagged "Close The Door," the tune is a wild bouncer that's about as ridiculous as they come. It's loaded with spirit and joy and has the same nutty quality that made "The Thing" such a success. The tune is chock full of happiness from the first groove right through to the very last. The teen-agers are sure to pick up this novelty in no time flat. Watch it go. The lower lid, "Nuevo Laredo," is a slow, multiple-voice treatment of a country flavored love song. Pretty item. The top half is the one to keep an eye on.

LENA HORNE
(RCA Victor 20-6175; 47-6175)

B+ "IT'S ALL RIGHT WITH ME" (2:40) [Buxton Hill ASCAP—Porter] Currently making big noise with her sultry reading of "Love Me Or Leave Me," Lena Horne dishes up a smash follow-up. It's a great tune from the musical "Can Can," belted out to an up-beat backdrop. Hot side that could break.

C+ "IT'S LOVE" (2:10) [Schirmer & Chappell ASCAP—Comden, Green, Bernstein] An exciting number from the B'way musical "Wonderful Town" is thrashed by the queen. Good tune.

FRANK SORRELL TRIO
(Audivacs 116; 45-116)

B "MAMBO NO. 5" (2:35) [Peer Inter'l BMI—Prado] One of the most successful of all mambos, is imaginatively interpreted by the Frank Sorrell Trio. Driving deck with a load of color. Hoofers will enjoy.

B+ "CARAVAN" (2:25) [Amer. Academy ASCAP—Tizol, Ellington, Mills] The boys pull out all the stops and fly through an amazing rendition of a classic oldie. Sounds like a big band. Powerful side that could smash.

NORRIS THE TROUBADOUR
(Co-Ed 115; 45-115)

C+ "WE'LL BUILD A BUNGALOW" [Mellin BMI—Mayhams, Mayhams] Norris the Troubadour offers a simple and appealing treatment of an old favorite. The informal delivery makes this an inviting platter.

C "MINT JULEP BLOOMIN' LIKE A TULIP" [E. H. Morris ASCAP—Mayhams] A folk type number with a fast moving beat is treated here by Norris. Interesting delivery.

JOE VALINO
(Clearview 254; 45-254)

B "NOT AS A STRANGER" [Barton ASCAP—Kaye, Van Heusen] Joe Valino debuts on the Clearview label with a sincere and tender interpretation of the fast rising title tune from the new Stanley Kramer pic. Song is clicking big and this version will share in the final take.

C+ "YES SIREE" [—Marshall] Joe Scussa's ork sets up a good rhythm backing for the songster's treatment of an up-beat pleaser.

DORYCE BROWN
(MGM 12014; K-12014)

B "EARLY TIMES" (2:44) [Laertes ASCAP—Douglas, Norman, Bearden] The sultry, wistful voice of Doryce Brown debuts impressively on MGM. Thrush sings a pretty tune and gives it meaning. Strong first showing.

C+ "A LITTLE LOVE CAN GO A LONG WAY" (2:52) [Northern ASCAP—Fain, Webster] From the pic "Ain't Misbehavin'" comes this pretty romantic ballad with an inviting lilt.

PAUL WESTON ORCH.
(Columbia 40527; 4-40527)

B "THE KENTUCKIAN SONG" (2:40) [Frank ASCAP—Gordon] The title tune from the Hecht-Lancaster flicker "The Kentuckian," is pleasantly fashioned by Paul Weston's ork and a chorus. Penetrating number that's starting to take off.

C+ "YOU AND YOU ALONE" (2:58) [Leeds ASCAP—Weston, Galdieri, Rota] Zeke Zarchy handles the trumpet solo and the Norman Luboff choir the vocal chores on this soft, slow and dreamy piece of mood music.

THE ACCENTS
(Ac'cent 1025; 45-1025)

B "COOL-A-ROO" (2:40) [American BMI—Bigler, Seely, Garvin] The Accents bow on the Ac'cent label with a hot rock 'n' roller that'll keep the kids happy. Side drives from the first groove to the last. Solid side.

C+ "DON'T GO" (2:50) [American BMI—Bigler, Seely, Garvin] The group changes the pace on this one and cruises through a pretty, romantic offering. Tender ballad delivered in dreamy fashion.

JOHNNY DESMOND & DIMITRI TIOMKIN O.
(Coral 61447; 9-61447)

B "LAND OF THE PHAROAH" (2:17) [Remick ASCAP—Tiomkin, Washington] Johnny Desmond gets big assist from Dimitri Tiomkin's as he glides through a potent read of the title tune from a forthcoming Hollywood film.

C "THIS TOO SHALL PASS" (2:30) [Remick ASCAP—Tiomkin, Washington] Another dramatic number from the same pic is featured here. Strong reading.

SMITH-GLAMANN QUINTETTE
(Bethlehem 1306; 45-1306)

B "DO IT YOURSELF" [—Smith, Hornsby] The Smith-Glamann Quintette does a terrific job of showcasing the Smithtones as they belt through a catchy up-beat romantic. Vocal group has a beautiful harmonic Commercial side that could make noise if it gets a push.

C+ "NOW GET OUT" [—Smith] vocalists take a breather as Quintette softly and smoothly delivers through a good jumper. Fine arrangement but a bit too progressive for commercial use.

ROGER WILLIAMS
(Kapp 116; 45-116)

B "AUTUMN LEAVES" [Ardmore ASCAP—Prevart, cer, Kosmo] One of the most gorgeous of all standards is beautifully interpreted by the keyboard artist Roger Williams. Big, lush, backing by Glenn Osser's ork. Mood music. Lovely arrangement.

C "TAKE CARE" [BMI] item was Has a cl

JOAN R
(Lond

C P to r

ESSEX-is out front!

BILL HALEY *and his* Comets



**FAREWELL,
SO LONG,
GOODBYE**

b/w

ROCK THE JOINT

ESSEX 399

THE MULCAYS



**DIPSY
DOODLE**

b/w

**HARBOR
LIGHTS**

ESSEX 400

BILLY BUTTERFIELD



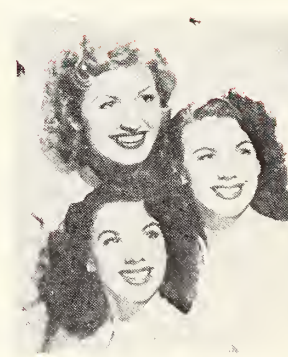
**MAGNIFICENT
MATADOR**

b/w

**SUGAR BLUES
MAMBO**

ESSEX 397

THE DINNING SISTERS



**HOLD ME
TIGHT**

b/w

**UNCLE
JOE**

ESSEX 398

ESSEX DISTRIBUTORS

ALLEN DIST. CO.
420 W. Broad St.
Richmond, Va.

CENTRAL SALES CO.
2104 W. Washington Blvd.
Los Angeles 18, Cal.

BIG STATE DIST. CO.
1550 Edison St.
Dallas, Tex.

CHATTON DIST. CO.
1921 Grove St.
Oakland, Cal.

COMMERCIAL MUSIC CO.
2630 Olive St.
St. Louis, Mo.

COSNAT DIST. CORP.
1233 W. 9th St.
Cleveland, Ohio

COSNAT DIST. CORP.
3727 Woodward Ave.
Detroit, Mich.

ESSEX DIST. CO.
114 Springfield Ave.
Newark, N. J.

COSNAT DIST. CORP.
315 W. 47th St.
New York, N. Y.

COSNAT DIST. CORP.
1710 North St.
Philadelphia, Pa.

FAYSAN DIST. INC.
506-520 Seventh St.
Buffalo, N. Y.

INDIANA STATE DIST.
1235 N. Capitol St.
Indianapolis, Ind.

M. B. KRUPP DIST.
309 S. Santa Fe
El Paso, Tex.

HAROLD N. LIEBERMAN CO.
257 Plymouth Ave.
Minneapolis, Minn.

MANGOLD DIST. CO.
215 S. Eutaw St.
Baltimore, Md.

MANGOLD DIST. CO.
2212 W. Morehead St.
Charlotte 8, N. C.

JAMES H. MARTIN DIST.
1341 S. Michigan Blvd.
Chicago, Ill.

MUSIC CITY
80 Lafayette St.
Nashville, Tenn.

MUSIC SERVICE CO.
204 Fourth St.
Great Falls, Mont.

MUSIC SUPPLIERS OF N. E.
263 Huntington Ave.
Boston, Mass.

MUSIC SALES CO.
1117 Union Ave.
Memphis, Tenn.

NORTHWEST TEMPO
708 6th North
Seattle, Wash.

OKLAHOMA RECORD SUPPLY
627 Northwest 2nd St.
Oklahoma City, Okla.

PAN AMERICAN RECORD
2061 Champa St.
Denver, Colo.

PAN AMERICAN DIST.
90 Riverside Ave.
Jacksonville, Fla.

PAN AMERICAN RECORD
3401 N.W. 36th St.
Miami, Fla.

SOUTH COAST DIST.
314 E. 11th St.
Houston, Tex.

LEONARD SMITH INC.
1064 Broadway
Albany, N. Y.

SOUTHLAND DIST. CO.
441 Edgewood Ave.
Atlanta, Ga.

STANDARD DIST. CO.
1705 Fifth Ave.
Pittsburgh, Pa.

STATE RECORD DIST.
920 Race St.
Cincinnati, Ohio

ZION DIST. CO.
2667 Lincoln Ave.
Ogden, Utah

EASTERN RECORD INC.
777 Connecticut Blvd.
E. Hartford Conn.

A-1 DIST.
640 Barrone St.
New Orleans, La.

Building New Talent



by ART TALMADGE

From its inception, Mercury Records has had the reputation of building and developing new artists. Possibly, this was because it was difficult to obtain contracts with established artists who were recording for other major companies.

In any event, our history of the great stars in today's record world such as Patti Page, Frankie Laine, Tony Martin, The Crew-Cuts, Ralph Marterie and his Orchestra, The Gaylords, David Carroll and His Orchestra, Rusty Draper, The Laurie Sisters, Richard Hayman, Dinah Washington and The Carlisles are all a tribute to the development of people who were not recognized before being placed under contract to Mercury.

In the same breath, I would like to say that there have been artists formerly under contract to other companies who were more or less in a static position and upon their signing with Mercury achieved national prominence. I speak specifically of Georgia Gibbs, today one of the top best selling artists, and Sarah Vaughan who formerly was known only as a jazz performer until she signed with us and then a whole new commercial approach was given to her style of singing. Incidentally, Sarah still retained her great reputation in jazz as is evident by her tremendous sales on EmArcy, our jazz label.

Signing a new artist of unknown caliber is more than just going in to do a session and putting down what comes out on wax. The job only begins when the recording session is completed. Mercury, always known as an aggressive promotional company, leans over backward to spend thousands of dollars to promote and develop artists in the direction of the trade through its publications, disc jockey wise through its field men and through national magazines, even going so far as to hiring outside pub-

licity people for the artists.

Our roster of artists is small compared to some of the other labels. In this way, we build and spend more time and effort and give more thought to the people under our direction than if we were to have a large roster and just turn out recordings merely to satisfy our contractual commitments.

I am happy to say in the nine years that we have been in business, our string of hits have been consistent. We have always been a top leader on the charts and in most cases with new people who were never heard of previous to recording with Mercury.

One of the greatest requisites in developing a new artist is the desire of the artist himself to make every effort to expose himself to the DJ's by constant traveling, to accept jobs at nominal fees in such cities where they can be best seen and heard and where their personal appearance will help the sale of their records. In this respect, we have been blessed with the type of people that were willing to cooperate to the fullest extent.

Also, for this reason, I am always in favor of a "new face" to make themselves successful.

With the tremendous competition that exists among the record companies an artist must scramble day and night to gain the attention of the DJ's in order to get their records played. There is a constant stream of performers who are trying to get the nod from the DJ on their current release.

The quest for new talent will never end. As some grow cold, new faces must be introduced to take their place. Our distributors have thousands of dollars invested in their operations and it is the job of the parent company to keep them supplied with recordings that sell.

COMPLIMENTS of

JAMES H. MARTIN, INC.

1343 So. Michigan Ave. Chicago, Illinois

THE CASH BOX Disk Jockey's REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending June 25 without any changes on the part of THE CASH BOX.

Hal Fredericks WAAF—CHICAGO, III.

1. Sin To Lie (S. Smith)
2. Carmen's Boogie (Crewcuts)
3. Alabama Jubilee (Ferro Band)
4. Hard To Get (G. MacKenzie)
5. Rock Around The Clock (Bill Haley)
6. Domani (Julius LaRosa)
7. Popcorn Song (Cliffie Stone)
8. Rich In Love (Tommy Morton)
9. Learnin' The Blues (Sinatra)
10. Reward, Reward (Janet Ford)

Harry Nigocia WJBW—New Orleans, La.

1. Honey Babe (Art Mooney)
2. Hearts And Flowers (Johnny Desmond)
3. Heart (4 Aces)
4. Hard To Get (G. MacKenzie)
5. Most Of All (Don Cornell)
6. Davy Crockett (Bill Hayes)
7. Blossom Fell (Nat Cole)
8. Dance With Me Henry (Georgia Gibbs)
9. End Of The Line (Joni James)
10. Rock Around The Clock (Bill Haley)

Robin Seymour WKMH—Dearborn, Mich.

1. Hard To Get (G. MacKenzie)
2. Alabama Jubilee (Ferro String Band)
3. Chee Chee-oo Chee (Gaylords)
4. Slowly With Feeling (Sarah Vaughan)
5. May I Never Love Again (Tony Bennett)
6. Story Untold (Crewcuts)
7. Domani (Julius LaRosa)
8. Magnificent Matador (Billy Butterfield)
9. My Love's A Gentle Man (Felicia Sanders)
10. Bumble Bee (Bobby Crewe)

Dike Pike WNOP, Newport, Ky.

1. Unchained Melody (Hamilton)
2. That's The Way Love Goes (Bon Bons)
3. Dance With Me Henry (Georgia Gibbs)
4. Don't Be Angry (Crewcuts)
5. Something's Gotta Give (McGuire)
6. Plantation Boogie (L. Dee)
7. Door Is Still Open (Hilltoppers)
8. Seventeen (Boyd Bennett)
9. Love Me Or Leave Me (Sammy Davis)
10. Heart (Four Aces)

Bill Dawes WCPO—Cincinnati, Ohio

1. Learnin' The Blues (Sinatra)
2. Something's Gotta Give (McGuire)
3. Blossom Fell (Nat Cole)
4. I'll Never Stop Loving You (Doris Day)
5. That's The Way Love Goes (Bon Bons)
6. Daniel Boone (Enoch Light)
7. Blue Star (Felicia Sanders)
8. Unchained Melody (Hibbler)
9. Old Black Magic (S. Davis)
10. Dance With Me Henry (Georgia Gibbs)

Chuck Thompson WALA—Mobile, Ala.

1. Unchained Melody (L. Baxter)
2. Honey Babe (Art Mooney)
3. Cherry Pink (Perez Prado)
4. Something's Gotta Give (Ray Anthony)
5. Heart (Four Aces)
6. Don't Be Angry (Crewcuts)
7. Sin To Lie (Somethin' Smith)
8. Chee Chee-oo Chee (Como & Morgan)
9. Alabama Jubilee (A. Mooney)
10. Hard To Get (G. MacKenzie)

Danny Fusco WRUN—Utica, N. Y.

1. Something's Gotta Give (McGuire)
2. Sweet And Gentle (A. Dale)
3. Honey Babe (Art Mooney)
4. Hard To Get (G. MacKenzie)
5. Unchained Melody (L. Baxter)
6. Learnin' The Blues (Sinatra)
7. Cherry Pink (Perez Prado)
8. Love Among The Young (Rosemary Clooney)
9. Old Black Magic (S. Davis)
10. Breeze And I (C. Valente)

Frank Ward WKBW—Buffalo, N. Y.

1. Hard To Get (G. MacKenzie)
2. Sweet And Gentle (A. Dale)
3. Unchained Melody (Baxter)
4. Breeze And I (C. Valente)
5. Most Of All (Don Cornell)
6. Chee Chee-oo Chee (Como & Morgan)
7. Something's Gotta Give (McGuire)
8. Cherry Pink (Perez Prado)
9. Hey, Mr. Banjo (Sunnysiders)

Jim Lowe WRR—Dallas, Tex.

1. Unchained Melody (Hibbler)
2. Rock Around The Clock (Bill Haley)
3. Ain't It A Shame (Domino)
4. Smack Dab In The Middle (Mills Bros.)
5. Chee Chee-oo Chee (Como & Morgan)
6. Cherry Pink (Perez Prado)
7. Sin To Lie (S. Smith)
8. Blossom Fell (Nat Cole)
9. Sweet And Gentle (A. Dale)
10. Hard To Get (G. MacKenzie)

Pfc Richard Hayes ABC, MUTUAL RADIO NETWORKS, N. Y.

1. Cherry Pink (Perez Prado)
2. Unchained Melody (L. Baxter)
3. Learnin' The Blues (Sinatra)
4. Love Me Or Leave Me (Sammy Davis)
5. Breeze And I (C. Valente)
6. Oily Oily Asten Free (Lauries)
7. Gobelues (Richard Hayman)
8. Man In A Raincoat (Wright)
9. I'll Never Stop Loving You (Doris Day)
10. No Letter Today (Paul & Ford)

Gene Edwards WRIT—Milwaukee, Wisc.

1. Unchained Melody (Roy Hamilton)
2. Whatever Lola Wants (Sarah Vaughan)
3. Cherry Pink (Perez Prado)
4. Honey Babe (Art Mooney)
5. My Love's A Gentle Man (Felicia Sanders)
6. Bo Diddley (Joe Reisman)
7. Rock Around The Clock (Bill Haley)
8. Ain't It A Shame (Pat Boone)
9. Old Black Magic (S. Davis)
10. If You Knew (Janet Brice)

Jack Karey WCFL—Chicago, Ill.

1. Learnin' The Blues (Sinatra)
2. Honey Babe (Art Mooney)
3. Something's Gotta Give (McGuire)
4. Carmen's Boogie (Crewcuts)
5. Two Lost Souls (Como & Morgan)
6. Alabama Jubilee (Ferro Band)
7. Sin To Lie (S. Smith)
8. Hey, Mr. Banjo (Sunnysiders)
9. Army Of The Lord (Prairie Choir/Noble)
10. Hummingbird (Chordettes)

Frank White KOA—Denver, Colo.

1. Hey, Mr. Banjo (Sunnysiders)
2. Cherry Pink (Perez Prado)
3. Unchained Melody (Hibbler)
4. Hard To Get (G. MacKenzie)
5. Rock Around The Clock (Bill Haley)
6. Dance With Me Henry (Georgia Gibbs)
7. Togetherness (J. Desmond)
8. Davy Crockett (Bill Hayes)
9. Kentuckian (Hilltoppers)
10. Blossom Fell (Nat Cole)

Russ Coglín KROW—Oakland, Calif.

1. Unchained Melody (Hibbler)
2. Cherry Pink (Perez Prado)
3. Dance With Me Henry (Georgia Gibbs)
4. Learnin' The Blues (Sinatra)
5. Heart (Four Aces)
6. Blue Star (Felicia Sanders)
7. Honey Babe (Art Mooney)
8. Something's Gotta Give (McGuire)
9. End Of The Line (Joni James)
10. Hard To Get (G. MacKenzie)

Jim Stanley WWIN—Baltimore, Md.

1. Unchained Melody (L. Baxter)
2. Cherry Pink (Perez Prado)
3. Honey Babe (Art Mooney)
4. Blossom Fell (Nat Cole)
5. Hey, Mr. Banjo (Sunnysiders)
6. Plantation Boogie (L. Dee)
7. Don't Be Angry (Crewcuts)
8. Learnin' The Blues (Sinatra)
9. Something's Gotta Give (McGuire)
10. Breeze And I (C. Valente)

Buddy Deane WITH—Baltimore, Md.

1. Something's Gotta Give (McGuire)
2. Sin To Lie (S. Smith)
3. Good And Lonesome (Starr)
4. Sweet And Gentle (Dale Gibbs)
5. Blueberries (Georgia Gibbs)
6. Story Untold (Crewcuts)
7. Not As A Stranger (Sinatra)
8. Man In A Raincoat (Wright)
9. Alabama Jubilee (Ferro String Band)
10. Daniel Boone (Ken Carson)

Bob "Coffeehead" Larsen WEMP—Milwaukee, Wisc.

1. Learnin' The Blues (Sinatra)
2. Alabama Jubilee (Ferro String Band)
3. Honey Babe (Art Mooney)
4. Hey, Mr. Banjo (Sunnysiders)
5. Hard To Get (G. MacKenzie)
6. Let Me Be Your Honey (Barry Sisters)
7. Sweet And Gentle (Dale Gibbs)
8. Something's Gotta Give (McGuire)
9. Man In A Raincoat (Marlowe)
10. Old Black Magic (S. Davis)

Ed Reilly WBRY—Wtaerbury, Conn.

1. Cherry Pink (Perez Prado)
2. Rock Around The Clock (Bill Haley)
3. Honey Babe (Art Mooney)
4. Unchained Melody (L. Baxter)
5. Chee Chee-oo Chee (Como & Morgan)
6. Hey, Mr. Banjo (Sunnysiders)
7. Alabama Jubilee (Ferro Band)
8. Hard To Get (G. MacKenzie)
9. Story Untold (Crewcuts)
10. Sweet And Gentle (Gibbs Dale)

Jerry Kaye WTIX—New Orleans, La.

1. Rock Around The Clock (Bill Haley)
2. Blossom Fell (Nat Cole)
3. Davy Crockett (Bill Hayes)
4. Story Untold (Four Coins)
5. Smack Dab In The Middle (Mills Bros.)
6. Silver Dollar (Teresa Brewer)
7. Chee Chee-oo Chee (Como & Morgan)
8. Sin To Lie (S. Smith)
9. Learnin' The Blues (Sinatra)
10. Honey Babe (Art Mooney)

Joe Lito KFSC—Denver, Colo.

1. Cherry Pink (Baxter Dale)
2. Davy Crockett (Bill Hayes)
3. Honey Babe (Art Mooney)
4. Wallflower (3 Rays)
5. Rock Around The Clock (Bill Haley)
6. End Of The Line (Joni James)
7. Sweet And Gentle (A. Dale)
8. Hard To Get (G. MacKenzie)
9. Something's Gotta Give (McGuire)
10. Bo Diddley (Bo Diddley)

Dick Gilbert KTYL—Phoenix, Ariz.

1. Unchained Melody (Liberace Baxter)
2. Breeze And I (C. Valente)
3. Carmen's Boogie (Crewcuts)
4. Daniel Boone (L. Becker)
5. End Of The Line (Joni James)
6. Hey, Mr. Banjo (Sunnysiders)
7. Lazy Gondolier (Valentine)
8. Whatever Lola Wants (Shore)
9. Playmates (Fontanes)
10. Sweet And Gentle (A. Dale)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

THE CASH BOX

Disk Jockeys'

REGIONAL RECORD REPORTS

Listings below are reprinted exactly as submitted by leading disk jockeys throughout the nation for the week ending June 25 without any changes on the part of THE CASH BOX.

Alan Boal

WBVP—Pittsburgh, Pa.

1. Unchained Melody (Baxter)
2. Heart (Four Aces)
3. Something's Gotta Give (McGuire)
4. Learnin' The Blues (Sinatra)
5. Alabama Jubilee (A. Mooney)
6. Goober Peas (R. Draper)
7. Kentuckian (Eddy Arnold)
8. Davy Crockett (Bill Hayes)
9. Domani (Julius LaRosa)
10. If I May (Nat Cole)

Stan Roberts

WARK—Hagerstown, Md.

1. Rock Around The Clock (Bill Haley)
2. Cherry Pink (Perez Prado)
3. Blossom Fell (Nat Cole)
4. Hey, Mr. Banjo (Sunnysiders)
5. Most Of All (Don Cornell)
6. Unchained Melody (L. Baxter)
7. Learnin' The Blues (Sinatra)
8. Dance With Me Henry (Georgia Gibbs)
9. Chee Chee-oo Chee (Como & Morgan)
10. Heart (Fisher Four Aces)

Bob Watson

WQXI—Atlanta, Ga.

1. Cherry Pink (Perez Prado)
2. Learnin' The Blues (F. Sinatra)
3. Chee Chee-oo Chee (Johnstons)
4. Whatever Lola Wants (Sarah Vaughan)
5. Hearts And Flowers (Johnny Desmond)
6. Berry Tree (Bill Hayes)
7. Unchained Melody (Al Hibbler)
8. Honey Babe (Art Mooney)
9. Hard To Get (G. MacKenzie)
10. Something's Gotta Give (McGuire)

Lou Barile

WKAL—Rome, N. Y.

1. I'll Never Stop Loving You (Les Baxter)
2. Mama Rosa (Julius LaRosa)
3. Unchained Melody (Baxter)
4. Something's Gotta Give (McGuire)
5. Most Of All (Don Cornell)
6. If I May (Nat Cole)
7. Heart (Eddie Fisher)
8. Love Me Or Leave Me (Sammy Davis)
9. Kentuckian (Hilltoppers)
10. Rock Around The Clock (Bill Haley)

Frank Darien

KSJO—San Jose, Calif.

1. Unchained Melody (Hibbler)
2. Learnin' The Blues (Sinatra)
3. Blossom Fell (Nat Cole)
4. Honey Babe (Art Mooney)
5. Something's Gotta Give (Sammy Davis)
6. Heart (Eddie Fisher)
7. Don't Be Angry (Crewcuts)
8. Hearts And Flowers (Johnny Desmond)
9. Whatever Lola Wants (Sarah Vaughan)
10. Cherry Pink (Perez Prado)

Hy Davis

WAIP—Prichard, Mobile, Ala.

1. Rollin' Stone (Fontanes)
2. Hard To Get (G. MacKenzie)
3. Alabama Jubilee (A. Mooney)
4. Only Beautiful (Jerry Vale)
5. Heart (Four Aces)
6. Blue Star (Felicia Sanders)
7. Hummingbird (Paul & Ford)
8. I'll Never Stop Loving You (Doris Day)
9. My Love's A Gentle Man (Felicia Sanders)
10. Honey Babe (Art Mooney)

John McShane

KMPC—Los Angeles, Calif.

1. Unchained Melody (Baxter)
2. Heart (Eddie Fisher)
3. Learnin' The Blues (Sinatra)
4. Near To You (Patti Page)
5. My One Sin (Nat Cole)
6. Cherry Pink (Perez Prado)
7. Whatever Lola Wants (Sarah Vaughan)
8. Honey Babe (Art Mooney)
9. Breeze And I (C. Valente)
10. Davy Crockett (Bill Hayes)

Art Tacker

WHIL—Medford, Mass.

1. Hard To Get (G. MacKenzie)
2. Learnin' The Blues (Sinatra)
3. Something's Gotta Give (McGuire)
4. Unchained Melody (Hibbler)
5. Domani (Julius LaRosa)
6. Sweet And Gentle (A. Dale)
7. Goo Goo Doll (Steve Allen)
8. Mirror Mirror (Robbin Hood)
9. As I Live And Breath (Verna)
10. Lonely One (Paulettes)

Bill Previtti

KDEF—Albuquerque, New Mexico

1. Honey Babe (Art Mooney)
2. Breeze And I (C. Valente)
3. Unchained Melody (Hibbler)
4. Learnin' The Blues (Sinatra)
5. Blossom Fell (Nat Cole)
6. Heart (Four Aces)
7. Whatever Lola Wants (Sarah Vaughan)
8. Man In A Raincoat (Wright)
9. Wake The Town (Les Baxter)
10. Hard To Get (G. MacKenzie)

Aub Thomas

KAFJ—Petaluma, Calif.

1. Unchained Melody (L. Baxter)
2. Dance With Me Henry (Georgia Gibbs)
3. Heart (Eddie Fisher)
4. Rock Around The Clock (Bill Haley)
5. Don't Be Angry (N. Brown)
6. Something's Gotta Give (McGuire)
7. Blossom Fell (Nat Cole)
8. Chee Chee-oo Chee (Johnstons)
9. Learnin' The Blues (Sinatra)
10. When You Wish Upon A Star (Joni James)

Dave Rosehill

WGSM—Huntington, L. I., N. Y.

1. Unchained Melody (Hibbler)
2. Learnin' The Blues (Sinatra)
3. Heart (Eddie Fisher)
4. Cherry Pink (Perez Prado)
5. Davy Crockett (Bill Hayes)
6. Honey Babe (Art Mooney)
7. Blossom Fell (Nat Cole)
8. Something's Gotta Give (McGuire)
9. Whatever Lola Wants (Sarah Vaughan)
10. Sweet And Gentle (A. Dale)

Alene McKinney

KBIG—Hollywood, Calif.

1. Hey, Mr. Banjo (Sunnysiders)
2. Cherry Pink (Perez Prado)
3. Unchained Melody (Baxter)
4. Blossom Fell (Nat Cole)
5. Learnin' The Blues (Sinatra)
6. Whatever Lola Wants (Vaughan Hi Lo's)
7. Honey Babe (Art Mooney)
8. Chee Chee-oo Chee (Gaylords)
9. Something's Gotta Give (McGuire Davis)
10. Davy Crockett (Bill Hayes)

Ken Garland

WPOR—Portland, Maine

1. Something's Gotta Give (McGuire)
2. Goober Peas (Rusty Draper)
3. Two Lost Souls (Como & Morgan)
4. Sweet And Gentle (Gibbs)
5. Buttercup (Neal Hefti)
6. Alabama Jubilee (A. Mooney)
7. Man In A Raincoat (Wright)
8. Merci Beaucoup (Ames Bros.)
9. Skidless (George Liberace)
10. Shoeless Joe (Hi-Lo's)

Frank Pollack

KOOL—Phoenix, Ariz.

1. Learnin' The Blues (Sinatra)
2. Heart (Four Aces)
3. Unchained Melody (Baxter)
4. Sweet And Gentle (A. Dale)
5. Whatever Lola Wants (Shore)
6. Opus One (Mills Bros.)
7. End Of The Line (Joni James)
8. Do You Believe Me (Gallahads)
9. Blossom Fell (Nat Cole)
10. If You Knew (Janet Brice)

Bill Thornton

KRLW—Walnut Ridge, Ark.

1. Don't Be Angry (Crewcuts)
2. If I May (Nat Cole)
3. Rollin' Stone (Fontanes)
4. Boom Boom Boomerang (DeCastros)
5. Silver Dollar (T. Brewer)
6. Hey, Mr. Banjo (Yankovic)
7. Whatever Lola Wants (Shore)
8. Wallflower (3 Rays)
9. Darling, Je Vous Aime (Cole)
10. Cherry Pink (Perez Prado)

George Sanders

KRKD—Los Angeles, Calif.

1. Unchained Melody (Hibbler)
2. Blossom Fell (D. Valentine)
3. Davy Crockett (Bill Hayes)
4. Whatever Lola Wants (Shore)
5. Heart (Eddie Fisher)
6. Honey Babe (Art Mooney)
7. Chee Chee-oo Chee (Johnstons)
8. Something's Gotta Give (Sammy Davis)
9. Hey, Mr. Banjo (Sunnysiders)
10. Let Me Be Your Honey, Honey (Barry Sisters)

Ed McKenzie

WXYZ—Detroit, Mich.

1. House Of Blue Lights (Chuck Miller)
2. Learnin' The Blues (Sinatra)
3. Smack Dab In The Middle (Mills Bros.)
4. Something's Gotta Give (Davis McGuire)
5. Alabama Jubilee (Ferkle String Band)
6. Man In A Raincoat (Wright)
7. Love Me Or Leave Me (Sammy Davis)
8. Sweet And Gentle (A. Dale)
9. Old Black Magic (S. Davis)
10. Cherry Pink (Perez Prado)

Dave Godwin

KNEA—Jonesboro, Ark.

1. Unchained Melody (Hibbler)
2. Cherry Pink (Perez Prado)
3. Dance With Me Henry (Georgia Gibbs)
4. Blossom Fell (Nat Cole)
5. Whatever Lola Wants (Sarah Vaughan)
6. Heart (Eddie Fisher)
7. Honey Babe (Sauter-Finegan)
8. Something's Gotta Give (McGuire)
9. Rock Around The Clock (Bill Haley)
10. Learnin' The Blues (Sinatra)

Harvey Hudson

WLEE—Richmond, Va.

1. Unchained Melody (L. Baxter)
2. Cherry Pink (Perez Prado)
3. Dance With Me Henry (Georgia Gibbs)
4. Rock Around The Clock (Bill Haley)
5. Two Hearts (Pat Boone)
6. Whatever Lola Wants (Sarah Vaughan)
7. Blossom Fell (Nat Cole)
8. Don't Be Angry (N. Brown)
9. Verdict (Five Keys)
10. Rollin' Stone (Kaydets)

Johnny Morris

KSTP—St. Paul, Minn.

1. Man In A Raincoat (Wright)
2. Unchained Melody (Hamilton)
3. Hard To Get (G. MacKenzie)
4. Breeze And I (C. Valente)
5. Blossom Fell (Nat Cole)
6. Something's Gotta Give (Sammy Davis)
7. Learnin' The Blues (Sinatra)
8. Cherry Pink (Perez Prado)
9. Heart (Four Aces)
10. Love Me Or Leave Me (Lena Horne)

Durham Caldwell

WGAW—Gardner, Mass.

1. Sin To Lie (S. Smith)
2. Hey, Mr. Banjo (L. Welk)
3. Breeze And I (C. Valente)
4. Goober Peas (Rusty Draper)
5. Kentuckian (Hilltoppers)
6. Something's Gotta Give (McGuire)
7. Hard To Get (G. MacKenzie)
8. Heart (Four Aces)
9. Mama Rosa (Julius LaRosa)
10. Blue Star (Felicia Sanders)

Mighty Oaks From Little Acorns



by WILLIAM NEILSON

Congratulations to The Cash Box on its lucky Thirteenth Anniversary, from all of us at EPIC Records.

We sincerely thank you, and all the thousands of subscribers you have, for helping us build our company to the present strong position we hold.

That old expression, "mighty oaks from little acorns grow," offers the best description of the growth of Epic Records.

In little over a year we have developed a compact organization, built around Marv Holtzman with his brilliant A & R work, Charlie Schicke with his invaluable merchandising efforts, Walt Hayum, Bob Demain, and Jimmy Shevlin with their never-ending field trips. We have thirty-three top notch independent distributors, who through their efforts have helped tremendously in building the EPIC line.

The first "branch" of our EPIC "oak" was the Okeh line of rhythm and blues. Through the talent of such artists as Chuck Willis, The Treniers, and Big Maybelle, hardly a month has passed without The Cash Box listing something as "Hot, Award, Sleeper, or Best Bet." Next came the EPIC Popular records, with hit after hit by Roy Hamilton, The De John Sisters, The Four Coins, Somethin' Smith, Dolores Hawkins, and many

others. Here too The Cash Box has been of great service with its consistently fair judgment of our product.

A "branch" has grown in the classical field too, with top sellers by the Concertgebouw, Uninsky, Fournet, Grumiaux, The Hague Philharmonic, to name a few. Consumer and critical acceptance of our high fidelity recordings has been growing consistently. The recent signing of the Cleveland Symphony Orchestra to an exclusive contract portends additional rapid growth.

We "branched out" too in the extended play category of pops, and long play pop albums, both ten inch and twelve inch, last month bringing our largest volume to date, thanks to Glenn Miller, Artie Shaw, Neal Hefti, Roy Hamilton, "Wild" Bill Davis, and "Somethin'" Smith.

Our newest sprout is the "Jazz-master" series. Introduced only recently, and already stepping out in sales, are releases by Buddy Hackett, Johnny Hodges, Lester Young, Bunny Berigan, Chu Berry, and others.

So, once again, our thanks to The Cash Box and to every dealer and operator for acceptance in the past, concrete results now, and progress for the coming years.

WANTED

GENERAL MANAGER

FOR MODERN PRESSING PLANT

Located on the Eastern Seaboard

Must be conversant with every phase of plant operation and have particular knowledge of compressing and injection moulding presses. Genuine opportunity with progressive organization for the right man. State background, experience, and income requirements.

Address Communications to

President of Record Company

BOX # 345, c/o THE CASH BOX, 26 WEST 47th STREET, NEW YORK 36, N. Y.



Annual Fred Waring Outing



SHAWNEE, PA.—At Fred Waring's beautiful Shawnee Inn, Shawnee, Pa., song pluggers and representatives from all phases of the music world were hosted by Waring for a day of golf, swimming, and just plain good fun. Above, The Cash Box camera catches the day's action.

Top photo shows the whole gang out on the lawn.

1. Fred Waring, Perry Como, Brad Phillips and Julius LaRosa.
2. Perry Como, Bob Miller and Waring surrounded by the smiling faces of the music men.
3. Lanny Ross and Sigmund Spaeth.
4. The chef watching Perry Como enjoying a sandwich.
5. Martin Block and Mitchell Ayres.

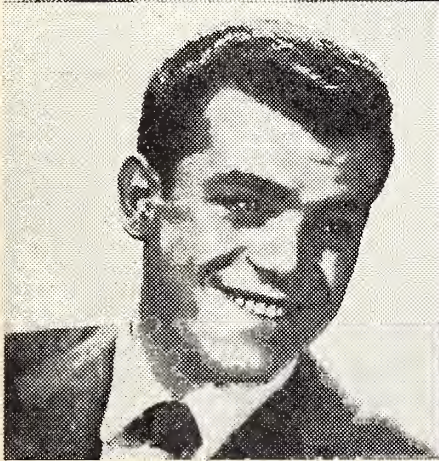
6. Elmore White receiving a birthday cake from Waring.
7. Eddie Gallaher, Waring, Dee Beline and Mike Sukin on the golf course.
8. Waring and LaRosa.
9. "Puss" Ronemus and Bob Austin.
10. George Furness, Brad Phillips, Freddy Parker and Julius LaRosa.
11. Fred Waring, Perry Como, Murray Luth and Bob Miller.
12. Waring and Paul Whiteman.
13. Al Vann, Nick Kenny, Sig Spaeth, Paul Whiteman, Johnny Green, Glen Gray and Harry Link.
14. Eddie Gallaher and Hirsch De La Viez (right) watch Martin Block putt.
15. Leonard Schneider, Syd Goldberg and Mike Conner.
16. "Pops" relaxing.



• The Chordettes "HUMMINGBIRD" and "I TOLD A LIE"



• Marion Marlowe "A MAN IN A RAINCOAT" and "HEARTBEAT"



• Julius La Rosa "MAMA ROSA" and "DOMANI"

3 BIG SMASH

RELEASES

ON CADENCE

ORDER! STOCK! SELL!
CADENCE DISTRIBUTORS

ALCO RECORD DIST.
960 Forbes Street
Pittsburgh, Pa.
(Brud Oseroff)

GLENN ALLEN CO.
1146 Union Avenue
Memphis, Tenn.
(Glenn Allen)

W. M. AMANN
642 Baronne Street
New Orleans, La.
(Mr. Amann)

BERTOS SALES
2214 W. Morehead Street
Charlotte, N. C.
(Mr. Phil Goldberg)

BIG STATE DIST.
137 Glass Street
Dallas, Tex.
(Mr. Bill Emerson)

CADET DIST. CORP.
3766 Woodward Avenue
Detroit, Mich.
(Mr. Harry Levin)

COSNAT DIST. CORP.
415 Halsey Street
Newark 2, N. J.
(Mr. Elliot Blaine)

DAVIS SALES CO.
1724 Arapahoe Street
Denver, Colo.
(Mr. Davis)

EASTERN RECORD DIST., INC.
777 Connecticut Blvd.
East Hartford, Conn.
(Mr. Dick Godlewski)

JOHN HAROLD CO.
1618 N. Broad Street
Philadelphia, Pa.
(Mr. Harold Yoskin)
(Mr. Lennie Bakliff)

HIT RECORD DIST.
1045 Central Avenue
Cincinnati, Ohio
(Mr. I. Nathan)

INDIANA STATE DIST. CO.
1325 N. Capital
Indianapolis, Ind.
(Mr. Mel: Herman)

LIEBERMAN MUSIC CO.
257 Plymouth Ave., North
Minneapolis, Minn.
(Mr. Walter Lippa)

M & S DISTRIBUTORS
2009 S. Michigan Avenue
Chicago, Ill.
(Mr. Milt Salstone)

MALVERNE DIST. CO.
424 West 49th Street
New York, N. Y.
(Mr. Al Hirsch)

MELODY DIST. CORP.
881 Main Street
Buffalo 3, N. Y.
(Mr. Ed Lyons)

MUSIC SERVICE CO.
204 — 4th Street
Great Falls, Mont.

MUSIC SUPPLIERS OF N. E.
263 Huntington Avenue
Boston, Mass.
(Mr. Sam Clark)

N. W. TEMPO
708 — 6th Ave., North
Seattle 9, Wash.
(Mr. Stan Jaffes)

OKLAHOMA RECORD CO.
627 N.W. Second Street
Oklahoma City, Okla.
(Mr. Wm. Caldwell)

OHIO RECORD CO.
1737 Chester Avenue
Cleveland, Ohio
(Mr. Nathan Kulkin)

PAN AMERICAN DIST.
3401 N.W. 36th Street
Miami, Fla.
(Mr. John Ofer)

ROBERTS RECORD DIST.
1722 Washington Avenue
St. Louis, Mo.
(Mr. Bob Hausfater)

SCHWARTZ BROTHERS
2931 — 12th Street, N.E.
Washington, D. C.
(Mr. Harry Schwartz)

LEONARD SMITH, INC.
1064 Broadway
Albany, N. Y.
(Mr. Leonard Smith)

SOUTHLAND DIST. CO.
441 Edgewood Ave., S.E.
Atlanta, Ga.
(Mr. Howard C. Bell)

STANS RECORD SHOP
728 Texas Street
Shreveport, La.

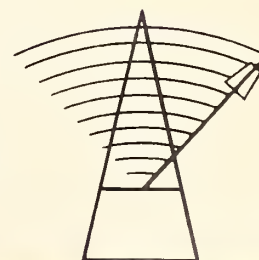
SUNLAND MUSIC CO.
1310 S. New Hampshire
Los Angeles, Calif.
(Mr. Gordon Wolf)

SUNLAND SUPPLY CO.
1200 E. Missouri
El Paso, Tex.
(Mr. Wm. Shapiro)

UNITED MUSIC SALES
440 Sixth Street
San Francisco, Calif.
(Mr. Ray Coen)

UNITED RECORD DIST. CO.
1902 Leeland Avenue
Houston 3, Tex.
(Mr. Steve Poncio)

cadence
RECORDS





Press
your
independent
label into
profits faster
at RCA Victor

You're sure to turn all your hit records into *immediate* money-makers when you turn to RCA Victor, the record company with know-how developed through more than 50 years of experience. Because we have the industry's largest pressing capacity, we can always "clear the presses" for *your* record. Once it's on our presses, it *stays* there until your job is completed... and *your* delivery timetable is met. *No wonder most independent label hits are pressed by RCA Victor Custom Records!* Why don't you try us, on your very next job?

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

630 Fifth Avenue, New York 20, New York, JUDSON 2-5011 • 445 N. Lake Shore Drive, Chicago 11, Ill., WHITEHALL 4-3215 • 1016 N. Sycamore Ave., Hollywood 38, Calif., HOLLYWOOD 4-5171
1525 McGovack Street, Nashville 3, Tenn., NASHVILLE 5-6691
In Canada, call Record Department, RCA Victor Company, Ltd., 1001 Lenoir St., Montreal, Que.

"There Is Nothing Constant But Change"



by DAVE MILLER

A very wise man once said, "There is nothing constant but change." I can't think of any business in the world where it is more true than in the music industry. This applies not only to artists, A & R, professional managers and sales personnel, but also to the temporary luminaries of every label that have their crack at being the "fair-haired boy who can do no wrong."

Of course, these personalities and labels are the center of favor and romance from all quarters during their hot periods. After a few flings at the "cycle", most veterans of this razzle take it as a matter of course, and consider it an occupational hazard that probably had its birth when the Mesopotamian Hit Parade was first chiseled and posted at the palace gates in the year 2000 B.C.

Yes, all labels go through a cold period. These "deep freeze days" can be very frustrating for the people responsible for producing records that sell. As it seems, these boys and girls are usually people with some degree of super-ego. You can imagine how it feels to hear the Tin-Pan-Alleyites wail their familiar dirge of "Look at Murph or Joe,—he can't get himself arrested."

Of the active independents, all have experienced these up-and-down periods and are today in the position to cope with fluctuations in sales. We, at Essex, have just concluded a very cold period—to say the least. However, it is surprising and significant how an independent weathers these dark days. We found that the great cushion for us in this period was sales of package goods and some catalogue distribution that the "indies" have never enjoyed before this last year, and, most important, we had

the disc-jockey cooperation that enabled us to "grind" some sales out of our releases.

In most areas, we appointed distributors, other than our ESSEX outlets, for our new MEDIA label. This was not because of any inadequacy of the old distributors. We felt that this was necessary in order to maintain a heavier release schedule without presenting a promotion burden to the ESSEX distributors.

This past year the independent labels have proven themselves in every market. There is not one category in which they have not produced big sellers and become a strong factor. For myriad reasons, the independents will continue to grow in every market. They have the know-how, imagination, finances and distribution to take a sizable slice of dollars from the industry.

With an eye to competition, old and new, we, at ESSEX-MEDIA, realize that good records, lightning service and concentrated promotion are the answers to racking up sales. This fall will give birth to some new and very strong labels. This coming season will probably be more competitive for record companies than ever before. Because of this, we are adding six promotion men in the field and are installing mail handling equipment that previously only the major firms used for promotion.

Of course, a good record is still the answer and hits will still be made in the studios. Nevertheless it will be interesting to see the tremendous pressure and competition that will take place this coming summer and fall.

Mr. Voltaire was really with it when he said, "There is nothing constant but change."

Thanks DJ's for voting me
UP AND COMING ORCHESTRA
OF 1955



Richard
Maltby

"X" Records



MANY THANKS

THE CHORDETTES

CURRENT RELEASE—"HUMMINGBIRD"

Exclusive Management: **JACK BERTELL,**

630 Fifth Ave., N.Y.C. Circle 5-7075 Associate Bob Coe

Appearing on repeat engagement Ed Sullivan Show July 3rd CBS-TV

Currently starring on the Robert Q. Lewis show Radio and Television CBS

cadence
RECORDS



3 BIG HITS!
"C'MON BACK"

b/w

"HOO BOP DE BOW"

(Honey Honey)

BERT CONVY & THE
THUNDERBIRDS

Era # 1001

"THE KENTUCKIAN SONG"

b/w

"East of Eden"

BUDDY BREGMAN ORCHESTRA
with DANNY WELTON

Era # 1002

Still going strong

"AYUH AYUH"

THE THUNDERBIRDS

Era # 1000

Watch For The Next Big Hit Of '55
GOGI GRANT"SUDDENLY THERE'S A
VALLEY"

b/w

"LOVE IS"

Some territories still available
for distributors

Write — Wire — Phone

1213 N. Highland Ave.
Hollywood 38 Calif.
Phone HOLLYWOOD 2-6608In Defense of the
Music Publisher

by JOE CARLTON

Me, I like music publishers! I've been bullied, cajoled and socialized by them, but me, I like music publishers.

I like them because I've heard other a & r men theorize they can live without them. I'm not trying to flatter any publisher or court his favor, but I don't believe this. I turn the other cheek even when it's flaming red because by now I've met practically every publisher in this industry and I know that ninety-nine per cent of the publishers are decent, song-loving breeds who hate the vociferous, over-personalized one per cent who give the industry a bad name.

Music publishers are inherently good for the record business and particularly for me. I never got a hit from a songwriter direct. I never got one without the help of a music publisher. I've had enough hits happen to realize that this was not luck or coincidence. Since I want and need hits, I'll string along with the publisher.

Some a & r men get fed up with the pitiful slide-under-the-microscope treatment they get from publishers and strike back to pin all the ills of the song business on the lens grinders. I've done it myself but I've come to realize one thing. There are a few bad pennies—so what! Most music publishers are the only ones left today to bridge the gap between love for the craft of music and love for the dollar. At least the publisher can combine an emotional enthusiasm for show business—the theatrical flair, I call it—with a wry respect for the laws of survival and commercialism. If there were no music publishers, I'm afraid there would be no hands to milk romance and stimulation from the udders of mechanized music.

I've had publishers call me everything from a crook to an ox. It invariably upsets me until I realize that for every character of this kind there are forty publishers and friends who take a long view and accept a refusal gracefully. I have a sentimental regard for their humor, their good natured sarcasm and their gossip. These characteristics make the music business and I don't care what anyone says—it's the exception who is malicious and wears his vanity and ambition on a loud sleeve.

I can remember when I first started with The Billboard and was assigned to review bands at hotels and night clubs. In those days George Pincus would squire me around, and we had an open understanding. If I didn't like the band and was fixing "to put in a rap" I would reach for the "third rail" (the check). This was the high-sign to Pincus that he might be in trouble with this act and to figure out a way to disavow any strong friendship with me. If the band struck a responsive chord I'd sit idling while Georgie signed the swindle sheet and talked it up large and expansive. I never forgot that first lesson. George

Pincus was great company and great laughs but never less than a good friend who understood my respect for my job and went along with it.

And the time young, serious and studious Arnold Shaw came to me with "Kiss of Fire." Arnold had always been an enigmatic factor—a kind of bright, deliberate intellect who seemed out-of-place in the pop music business. Yet it was refreshing to talk to him! Shaw came right to the point. He had this tune that admittedly he had shown to every a & r man in the business. They had turned it down but he wanted me to look at it. With a sly respect for the "guts" of this guy who must have known he was telling me I was the last person to see the song and that I might be bucking the strength of majority opinion, I listened carefully. The song "reached" me, and I convinced Georgia Gibbs to record it. We had a hit, but that memory was no more pleasant than Arnold Shaw's approach.

There have been many such memories. Then there are other memories which I wish I could forget. Today I have a variety of feelings and associations with publishers. I consider some of them very good friends, some of them fine businessmen. Others amuse me.

From Max Dreyfuss, the Dean and Mr. Big of the music publishing business, I've gained a healthy respect for the music publisher—the man who has courage to subsidize and mold the writer, who endlessly drives home the axiom that the song is the thing and the writer the most guaranteed long-term investment. If Max can be this droll, charming, nimble and brilliant after eighty-two years of living what can be so wrong with the industry that fathered him. The same holds true for "Uncle" Louis Bernstein and for his people Dick Voltter and Elliott Shapiro who have given me many hits and the highest reasons for respect for their trade.

Right at this moment George Paxton is attempting to shove a song down my esophagus. I ain't a'gonna do it and George right now probably has Nat Cole all set up on Capitol. The chances are fifty-fifty who's right about the tune but that's business and despite it Paxton and I haven't changed our affection for each other one iota.

And so it goes. Tomorrow in my office I'll still be turning down the publishers, still be pouting under the usual ill-tempered complaints, "you've got to have an angle to get a song recorded"—"you gotta go to the four thousand dollar window."

Tomorrow in my office I'll find out about another "exclusive" coming out on twelve other labels, I'll hear the rumors that I'm fired, hired, leaving for six other record companies, going back to Billboard, lost favor with my bosses.

But today, I like music publishers!



Yours truly is on a short Continental trip again and will report on my return the many activities of the big recording stars some of whom are well known to you. I can already inform you that Vico Torriani, who made such a great impression on BBC television when he was Mantovani's guest a few months ago, will be making a return visit to the same show on July 15th. Meanwhile the Swiss star is busy filming in Germany and Italy. Have spoken to several of those Italian stars over here in London during the Italian Song Festival and found them all in search of big English and American numbers at the publishing houses. All want to be first with The Big Song back in sunny Italy and as Flo Sardon's said, I want to sing it in English, and Italian. Flo is known as the "Voice With The Glasses" and she recently got married to one of Italy's best loved singers of pop songs Natalino Otto. Have just heard Caterina Valente's latest waxing titled "This Must Be Wrong" coupled with "My Lonely Lover." "Wildfire," the ice show starring Frankie Vaughan, Mr. Pastry and Belita, got off to a good start. This musical on ice features lyrics and music by Norman Newell and Philip Green. "Daddy Long Legs," starring Fred Astaire and Leslie Caron, also opened this week and already, record buyers are showing interest in Sammy Davis, Jr.'s and in the McGuire Sisters' waxing of "Something's Gotta Give." Number could make the best seller list soon. Well folks, that's it from London this week. I'm off to Germany and the Scandinavian countries where I can assure you the hit parade is close behind the United States' and Great Britain's. So, till then, pip pip, cheerio and all that.

This week's best selling pop singles:
(Courtesy "New Musical Express")

- 1) "Cherry Pink" — Eddie Calvert (Eng. Col)
- 2) "Unchained Melody" — Al Hibbler (Brunswick)
- 3) "Unchained Melody" — Jimmy Young (Eng. Decca)
- 4) "Stranger In Paradise" — Tony Bennett (Philips)
- 5) "Earth Angel" — Crewcuts (Mercury)
- 6) "Cherry Pink" — Perez Prado (HMV)
- 7) "If You Believe" — Johnnie Ray (Philips)
- 8) "Dreamboat" — Alma Cogan (HMV)
- 9) "Stranger In Paradise" — Four Aces (Brunswick)
- 10) "Stranger In Paradise" — Tony Martin (HMV)

Wen Dee
RECORDS

presents

A Beautiful Ballad Dedicated
to Every "JOE" Everywhere

JULIE JOYCE

sings

"JOE"

b/w

"WHEN I'M IN LOVE"

WEN DEE Record # 1930

★

THE HI-LIGHTERS

"BABY DON'T YOU TREAT
ME THAT WAY"

b/w

"ROUTE 66"

WEN DEE Record # 1927

★

DOTTIE BERNARD

sings

"WHERE WERE YOU"

b/w

"LONESOME AND SORRY"

WEN DEE Record # 1931

★

produced by "THE HOLLYS"

WEN DEE RECORDS

BOX 268, RD3
BRISTOL (Bucks Co.), PA.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"



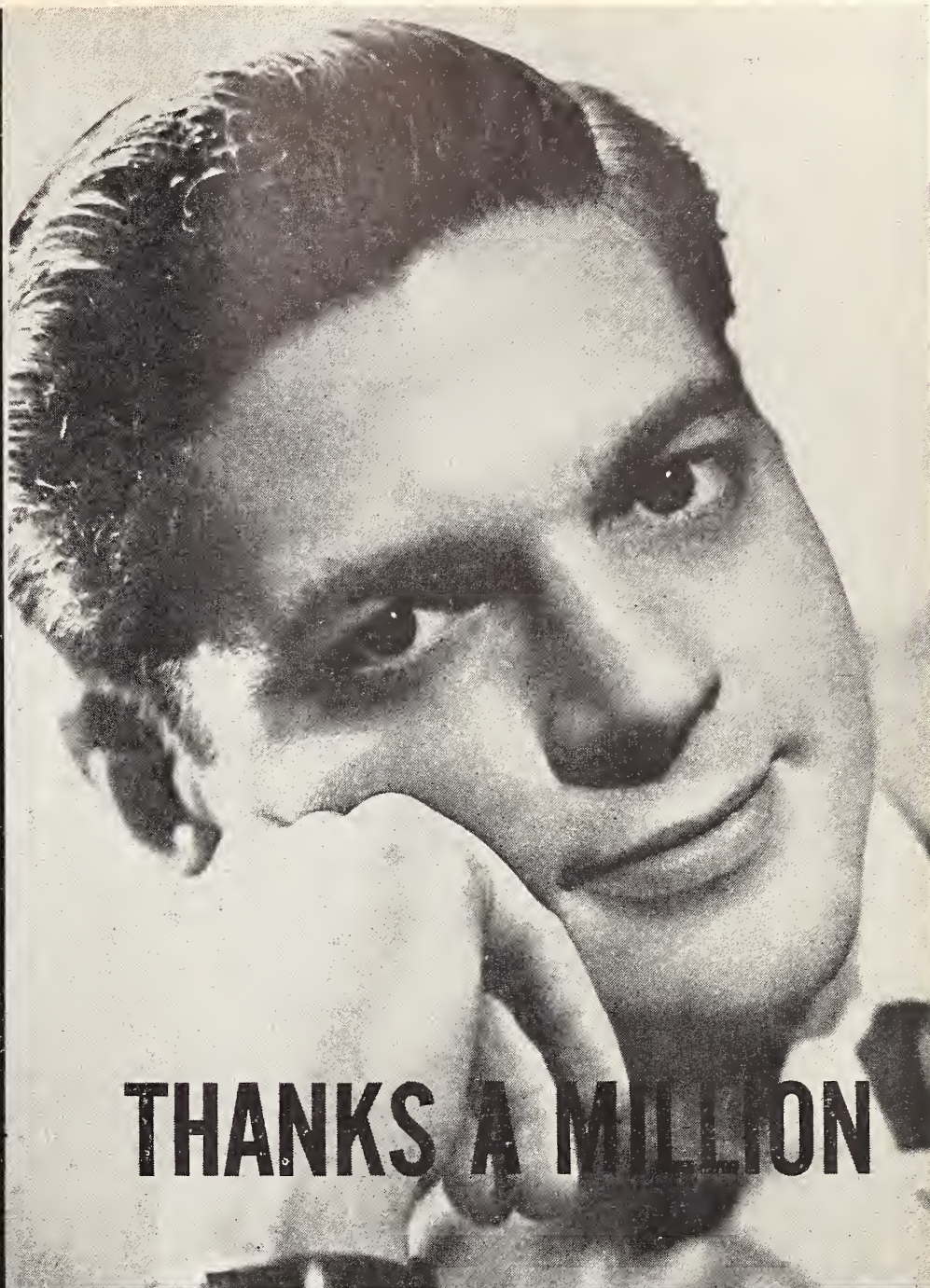
THE BARRY SISTERS

CURRENT RELEASE
WON'T YOU BE MY HONEY, HONEY?
I HATE TO LOSE YOU



DON SHIRLEY

CURRENT RELEASE
BEST SELLING ALBUM:
TONAL EXPRESSIONS
Watch for my new one out soon



THANKS A MILLION



CHRIS DANE

CURRENT RELEASE
MY IDEAL and CYNTHIA'S IN LOVE

BILL HAYES

CURRENT RELEASE:
THE BERRY TREE and
BLUE BLACK HAIR

Starting July 4th NBC-TV



"Caesar Presents"

Monday Nights 8:00 to 9:00 PM edst

Exclusive Management: JACK BERTELL,
630 Fifth Ave., N.Y.C. Circle 5-7075 Associate Bob Coe

cadence

RECORDS



THE CASH BOX



POPULAR

"The Original Recordings of RUTH ETTING"—Columbia ML 5050 (12" LP)
LOVE ME OR LEAVE ME; SHINE ON HARVEST MOON; MEAN TO ME; SHAKING THE BLUES AWAY; OUT IN THE COLD AGAIN; I'LL NEVER BE THE SAME; AT SUNDOWN; NEVER-THLESS-SAM THE ACCORDION MAN; IT ALL DEPENDS ON YOU; TAKE ME IN YOUR ARMS; TEN CENTS A DANCE.

As the hit pic "Love Me Or Leave Me"—based on the life story of one of America's greatest song stars, Ruth Etting—hits the theatres throughout the country, Columbia reissues, in LP form, twelve of Miss Etting's original recordings. Twelve great oldies which she helped make standards of today. Due to the recording conditions in the twenties and thirties, the waxings have that tinny sound. But Columbia has done a great job of making them as clear and as pleasant as possible. The disk is a collector's item and should appeal to those who remember Ruth Etting or to those who are made curious by the picture, as to how Miss Etting sounded. Cover shot of the star is very effective. Many of the tunes in this album are performed in the film. And since the pic is a box office success, the record should rack up a good sale.

"RESTFUL (GOOD MUSIC)"—Leopold Stokowski and his Symphony Orchestra—RCA Victor LM-1875 (12" LP)

Victor has here a beautiful album for people who like mood music but are tired of hearing the same pop standards rehearsed time and time again by one string ork or another. It's an album that'll sell to both classical enthusiasts and to the borderline case who likes classical music fashioned by a top orchestra. The disk features Leopold Stokowski playing some of the most beautiful works of Beethoven, Bach, Bizet and others. A great package to enjoy after a busy day at work. The disk is housed in a gorgeous four color cover of a young lady in a dreamy mood. Photo is sure to attract many an eye.

"FELICIA SANDERS at the BLUE ANGEL"—Columbia CL 654 (12" LP)

COME RAIN OR COME SHINE; SPEAKING OF LOVE; IF I LOVE AGAIN; IT MIGHT AS WELL BE SPRING; I WANNA BE LOVED; BABY—DID YOU HEAR?; SOMETHING COOL; MY FUNNY VALENTINE; YOU MAKE ME FEEL SO YOUNG; WHEN THE WORLD WAS YOUNG; OLD DEVIL MOON; SONG FROM MOULIN ROUGE.

Felicia Sanders, the lark who, with Percy Faith, made 1953's biggest hit with a tune called "Song From Moulin Rouge", is currently making a great deal of noise with her beautiful rendition of the "Medic" theme, "Blue Star". And as the thrush's name increases in popularity, Columbia issues her first LP. It's a wonderful album of great standards which the vocalist considers her favorites. They're the tunes she sings when she appears at one of New York's top niteries, the Blue Angel. Miss Sanders is gifted with a striking and penetrating voice that's loaded with feeling. And when she emotes on these classic oldies, the results are great. Disk has an informal atmosphere that's most enjoyable. Should be a good seller.

"THE BEST OF FRED ASTAIRE"—LN 3137 (12" LP)

A FOGGY DAY; THEY ALL LAUGHED; CHEER TO CHEER; I CAN'T BE BOTHERED NOW; THEY CAN'T TAKE THAT AWAY FROM ME; A FINE ROMANCE; LET'S CALL THE WHOLE THING OFF; SLAP THAT BASS; CHANGE PARTNERS; THINGS ARE LOOKING UP; NICE WORK IF YOU CAN GET IT; DIG IT.

One of the entertainment world's greatest stars is Fred Astaire, an amazing performer who for more than 20 years has been delighting film audiences with his fleet feet and his incomparable voice. Some of the greatest composers have written songs especially for him, and today, many of them are standards. Here, the Astaire technique and style is interpreted with the aid of some top instrumental accompaniment. The songs take us on a musical tour through Fred's film hits, and any Astaire fan will consider the record a must.

"PICK UP THE BEAT"—Tony Pastor, Frankie Carle, Hal McIntyre, Hal Kemp, Gene Krupa, Benny Carter, Will Bradley, Neal Hefti, Glenn Miller, Count Basie—Epic LG-3127 (12" LP)

Epic has assembled here a terrific album that'll please the teen age hoofers no end. It features twelve of the top bands of the swing era playing numbers with a beat. With the exception of "The Charleston", all the numbers are lindy-hops. Attractive cover in color shows a group of youngsters dancing the lindy. A terrific package that all parents of teenagers will stop to look at.

"EXPLORING THE UNKNOWN"—Voices of Walter Schumann—RCA Victor LPM-1025 (12" LP)

An imaginative and exciting piece of wax is presented by the Voices of Walter Schumann, one of the best big choral groups in the country today. Vocally, and with the aid of narrator Paul Frees, the group takes us on a journey into the unknown. The effect created by the distant sounding voices is thrilling and a bit on the eerie side too. Sounds like a dream sequence from a huge Hollywood production. The music was composed by Leith Stevens and the script written by Rip Van Ronkle. A musical experience that is faced with a very limited appeal. But it's a musical thrill.

"POP PARADE"—Volume V—Gene Sheldon; Leroy Holmes, Billy Eckstine, Art Mooney, Ginny Gibson, David Rose, Billy Fields, Cindy Lord—MGM E313 (10" LP)

HEY, MR. BANJO; UNCHAINED MELODY; LOVE ME OR LEAVE ME; HONEY BABE; WHATEVER LOLA WANTS; TAKE MY LOVE; YOUNG AND FOOLISH; CHERRY PINK.

MGM artists team up on this ten incher featuring eight of the country's current pop hits. Each artist renders a different tune and does a pleasant job. All the numbers were previously released in single form. A good buy for anyone who wants today's hits and is not particular whether they are the leading versions.

"YOU GO TO MY HEAD"—Joe Mooney Quartet—Decca DL 5555 (10" LP)

FROM MONDAY ON; YOU GO TO MY HEAD; WHAT MORE CAN A WOMAN DO; NANCY; A MAN WITH ONE MILLION DOLLARS; PRELUDE TO A KISS; SHAKY BREAKS THE ICE; HAVE ANOTHER ONE, NOT ME.

Joe Mooney is in top form as he and his quartet glide through an octet of numbers—some originals, some standards. Mooney has a warm, romantic voice and delivers the numbers in a fashion that'll please the people who go for an informal atmosphere. Mooney has a loyal following that'll consider the album an absolute must. Group has an inviting and somewhat progressive technique that comes off well here. Enjoyable platter.

THE CASH BOX



"RAGTIME JAMBOREE"—Danny Duncan and his Orchestra—"X"-3040 (10" LP)

JOHNSON RAG; RHYTHM RAG; BLACK CAT RAG; KITCHEN RAG; HONKY TONK RAG; FLAPPER RAG; PI-ANN-A RAG; CANOODLIN' RAG.

During the First World War and the early twenties, America experienced a great musical era, the ragtime era. And needless to say, this delightful, happy-go-lucky period made its impression on our music of today. On this LP, Danny Duncan and his boys bring back all the memories of those gay days with an octet of rag favorites. Album has that devil-may-care flavor that's a pleasure on the ear. Some are originals and other standards.

COUNTRY

"HANK SNOW'S COUNTRY GUITAR"—Hank Snow—RCA Victor LPM 3267 (10" LP)

TWELFTH STREET RAG; RAINBOW BOOGIE; VAYA CON DIOS; MADISON MADNESS; WABASH BLUES; IN AN OLD DUTCH GARDEN; HILO MARCH; SWEET MARIE.

Hank Snow, one of country's music's greatest warblers, in addition to being a top star in the vocal department, is also recognized as one of the field's ace guitarists. Although his major successes in the wax world have been accomplished via his voice, his own outstanding accompaniments have had much to do with his chain of hits. Here, we listen to Hank as an instrumentalist supported by his Rainbow Ranch Boys. It's a delightful album of pickin' at its best. Many of the selections are country favorites and any Hank Snow fan will consider this package a must. "Wabash Blues" is amazing. Guitar students can learn much from this package.

CLASSICAL

CHOPIN-MAZURKAS—WILLIAM KAPELL—RCA Victor LM-1865—(1-12" LP)

The beauty and enchantment of Chopin mazurkas is performed with scope and passionate feeling by the late William Kapell. At the time of his death Kapell was only about thirty years old and was fast being recognized as the greatest young talent, and already one of the world's leading pianists. These recordings were among Kapell's last recorded just prior to his ill fated plane trip. Occasions such as this that makes one thankful for the wonders of recorded music. It saves for all time the genius of a man, who might otherwise have been forgotten. It also makes one wonder how far this man might have gone had he lived out his full years.

DVORAK "Quartet No. 6 In F Major"—The Hollywood String Quartet—Capitol Records P8307 (1-12" LP)

DOHNANYI "Quartet No. 3 In A Minor"

The exotic music of Antonin Dvorak is in evidence as the "Quartet No. 6" (American) is skillfully portrayed by The Hollywood String Quartet. The "Quartet" is well represented in recorded music as it is one of the more loved Dvorak works. The Capitol version will stand well on its meritorious treatment and should come in for its share of what will be a limited sale. The reverse side, Dohnanyi's "Quartet No. 3 in A Minor", is a long playing first. A fresh side may be the deciding factor in the purchase of the album.

BEETHOVEN "Symphony No. 7, in A, Op. 92"—Camden CAL-212—(1-12" LP)

WARWICK SYMPHONY ORCHESTRA.

As with all Beethoven works this Seventh Symphony has been recorded and re-recorded. There are many excellent versions by the top name conductors and orchestras. However, the economy minded buyer can do much worse than acquaint himself with this newest Camden release. Tho' listed as the Warwick Symphony Orchestra, it was released formerly on RCA Victor under the name of the true artists, the Philadelphia Symphony with Leopold Stokowski at the helm. If a library still does not possess Beethoven's Seventh, this is a good opportunity to correct that omission at very small cost indeed.

JAZZ

LENNIE NIEHAUS Vol. 3; The Octet #2—Contemporary Records C3503 (1-12" LP)

BLUE ROOM; YOU AND THE NIGHT AND THE MUSIC; BUNKO; LOVE IS HERE TO STAY; THEY SAY IT'S WONDERFUL; RICK'S TRICKS; ROSE ROOM; COOLING IT; YES, YES, HONEY; DEBBIE; NICE WORK IF YOU CAN GET IT; CIRCLING THE BLUES.

Lennie Niehaus comes up with his third album for Contemporary—the second with his Octet. Tho Niehaus has the excellent support of such top flight musicians as Bill Holman, tenor; Jimmy Giuffre, baritone, Stu Williamson, trumpet; Bob Enevoldsen, valve trombone; Pete Jolly, piano; Monty Budwig, bass; and Shelly Mane, drums; the star is Lennie on the alto sax. Tho there is much ensemble work, Lennie rides with many solos that are standout. He goes off on long modern improvisations managing to keep swinging and retain the melodic content of the songs. The tone of his horn is always full and round. The album will be well received.

CLARK TERRY—EmArcy MG 36007—(1-12" LP)

SWAHILI; DOUBLE PLAY; SLOW BOAT; CO-OP; KITTEN; THE COUNTESS; TUMA; CHUCKLES.

Clark Terry, long a musician's musician, with training that had him in the forefront of such bands as Hampton, Barnet, Count Basie and Duke Ellington, showcases his talents in the first LP devoted in the main to the Terry trumpet. Of course, Terry couldn't shine without the devoted support of such artists as Jimmy Cleveland, trombone; Horace Silver, piano; Oscar Pettiford, cello and bass; Art Blakey, drums; and Cecil Payne on the baritone sax along with Wendell Marshall on the bass. The group sparkles as they team up on sometimes sprightly modern, paced at breakneck tempo and on sometimes warm, moody and compelling music. The album should help establish Terry with the fans.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"



YOU'VE BEEN WONDERFUL

MARION MARLOWE

CURRENT RELEASE: **"A MAN IN A RAINCOAT"** and **"HEARTBEAT"**

Exclusive Personal Management: **LARRY PUCK**

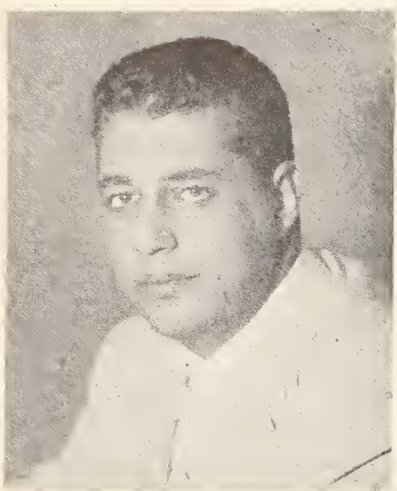
Press Relations: **Salters-O'Rourke Associates**

Currently Chez Paree, Chicago, Ed Sullivan Show CBS-TV

cadence
RECORDS



Critical Retribution



by MARVIN HOLTZMAN

It was only a short time ago I blew my lid with monotonous regularity.

When I played saxophone in dance bands it was . . . "How can they write such stinkin' arrangements"? I played shows and theatres it sounded like . . . "Where do they dig up these lousy acts"? When I managed a retail record store I moaned . . . "How many more gimmick records"? As a distributor salesman for an independent I griped . . . "The major companies must do better than this!" When I became a major company sales and promotion man, it came out . . . "Our product is the worst!" When I listened to the radio, I prayed . . . "Oh where are the talented singers with the lush, tasty, musical backgrounds on literate and beautiful songs?"

When you get to be an A.&R. man—everybody else is a lousy critic! Of course you learn to live with it.

By an ingenious application of thermodynamic rationalization, you think your own records are just gorgeous. These precious little musical gems are released one by one. Get this Critic's Circle for an opening night! Your boss, his boss, the artist, his manager, his booking agent, that saxophone player from the first paragraph, the publisher, the writers, the disk jockey, the librarian, the distributor, his salesmen, the dealer, the one-stop, the operator, the pin-ball machine, the buyer, her grandmother, the record reviewer, the columnist, the rest of the trade, and posterity: whose total considered judgment amounts to, "The guy that made this record is a master-plater!"

You finally come up with a couple of hits. All is sweetness and light.

The foregoing essay on critical retribution comes to you as a public service.



Everybody — but Everybody digs

The Mulcays

EXCLUSIVE ESSEX RECORDING ARTISTS

Double Talk



by LUIGI CREATORE & HUGO PERETTI

(The scene is shortly after midnight in the A & R office of Mercury Records, N.Y. Two tired characters sit at desks facing each other, separated by a closed piano. Only the gentle falling of lead sheets into the waste paper basket interrupts the silence. Then they speak . . .)

HUGO: Let's pack it in . . . let's go home.

LUIGI: Okay. There's nothing here anyway.

HUGO: How can there be such bad material all in one office?

LUIGI: It's not easy. You have to try hard to gather so much paper.

HUGO: Everybody's got a private hit. Everybody's got the answer to the next session. . . . What a business!

LUIGI: Maybe we ought to give it up . . . do something else.

HUGO: Like what?

LUIGI: We could become artists. That's the life.

HUGO: Sounds good. But do you know the chances of making a hit record with a new artist?

LUIGI: Rough, huh?

HUGO: Very. . . . And suppose, after the fourth or fifth record, we hit one. Then we first have to go out on the road to try to cash in. . . .

LUIGI: No good. Let's try something else.

HUGO: What about the publishing business? . . . That's an easy deal.

LUIGI: It's easy if you want to hang around outside an A & R man's office. And if you get in, your song has to be turned down, held up, or used for a flip side.

HUGO: You might hit an "A" side.

LUIGI: That's even worse. . . . Now you have to take ads, work on disc jockeys, go on the road . . . it's gotta

wind up costing money.

HUGO: So what's left? Let's go into the Pizza business.

LUIGI: I know a guy . . . makes pizzas. . . .

HUGO: Seventy-eights or forty-fives?

LUIGI: No. I'm serious. We can get this guy for a sponsor and we become disc jockeys.

HUGO: Not me. I don't want to wade through a hundred records a week looking for the right one. No matter what you spin, it's the wrong record, or the wrong version. And if the guy runs out of pizzas, we run out of dough. . . .

LUIGI: Very funny for this time of night.

(PHONE RINGS. BOTH CHARACTERS ANSWER ON EXTENSION PHONES.)

Voice Hello . . . you guys still working?

HUGO: Just leaving.

VOICE: I got a terrific song.

LUIGI: We're just leaving.

VOICE: This is a sensational ballad. . . . I've got a demo right here. Listen to it over the phone.

(DEMO PLAYS FOR TWO MINUTES)

HUGO: Tell you what to do. . . .

LUIGI: Get in a cab and come right over.

(THEY HANG UP)

HUGO: Sounds like a good ballad . . . but it needs something.

LUIGI: Let's give it an R & B feeling, but with a Cha-Cha beat.

HUGO: Right. And we'll add banjos . . . maybe mixed in with a Crazy Otto piano. We'll get started tonight.

LUIGI: Where is this guy? . . . Geez, you can't ever find a publisher when you want him!

Thank You—MUSIC OPERATORS

Because of your great acceptance of our
Title Strips—we have to move
to new large quarters . . .

STAR TITLE STRIP CO.

NOW LOCATED at

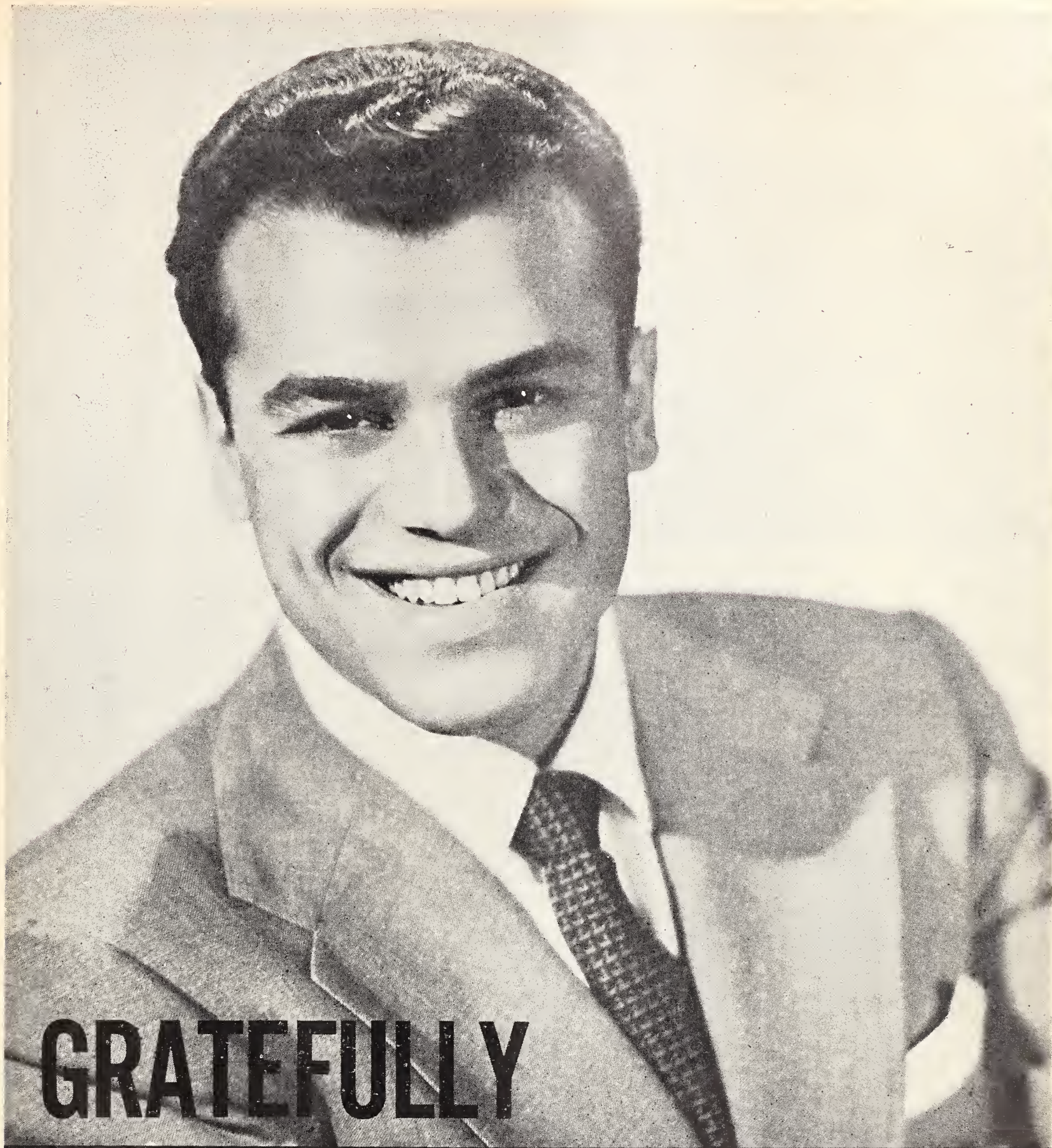
842-844 WESTERN AVENUE

PITTSBURGH

PENNSYLVANIA

★ HAVE YOU TRIED OUR GREAT NEW
"PIC-STRIP" YET? IF NOT—SEND FOR SAMPLES! ★

"Only those records best suited for commercial use are reviewed by THE CASH BOX"



GRATEFULLY

JULIUS LaROSA

CURRENT RELEASE—"DOMANI" and "MAMA ROSA"

Personal Management: FRANK P. BARONE

Publicity: Harry Sobol Record Promotion: KAPPY JORDAN and JERRY JOHNSON

ON TV:

Mon.-Wed.-Fri. 7:45-8:00 PM edst CBS-TV and also

For Chesterfield—Saturday Nights 10:00-10:30 PM edst CBS-TV Coast to Coast



cadence
RECORDS

Talent And Tunes

by MILT GABLER

Which comes first, the song or the singer? This question is invariably put to me by professional and non-pro music lovers alike. In my book it has always been the song—but many songs have been tailored specifically for gifted singers, and without their individualistic interpretations there would be no hits.

The success of Decca Records at the present time is due to the proper wedding of artist and song. If a recording is made properly we do not have to worry about another label taking the business away from us. The day of the fast, haphazard "cover" record is gone. This does nothing but lose money for the company, the artist and the publisher. Today more money is put into advertising and exploitation than at any other period in the history of the business. Records must be good to pay off.

The best chance a new artist has is with new material or an outstanding arrangement of a great standard! At present we are bringing up many new acts, stars you will be hearing a lot of in the near future. Names like Susan Hunter, Frank Verna, Karen Rich, The Paris Sisters and Bebo Valdes. These people all have great talent or they would not be getting the chance. When they happen it will be the song that will make them, and they who will make the song.

During the past year we here at Decca have been very proud to bring

new great stars to the record entertainment world. Some of them were known and respected artists who never hit "the jackpot" phonograph wise. Today they are household names, and as we say in the trade, "fracturing" everybody. Decca has thirty hit recordings selling at one time, by such stars as The Four Aces, Sammy Davis, Jr., Kitty Kallen, Bill Haley and his Comets, Al Hibbler, Caterina Valente, Lenny Dee, Crazy Otto, Mills Brothers, Carmen McRae, Cowboy Church Sunday School, Susan Hunter, Webb Pierce, Red Foley, Kitty Wells, Ernest Tubb, Goldie Hill, and if I've forgotten any I apologize, for I love them all.

In the future watch for hit records by the following great artists: Bing Crosby (still king of them all), Danny Kaye, Ella Fitzgerald, Peggy Lee, Guy Lombardo, Russ Morgan, Louis Armstrong, Connee Boswell (a girl with this much "heart" has to make it), Gary Crosby, The De Marco Sisters and Georgie Shaw. If I cannot make number one sellers of people as great as the above I should retire from the business. I have faith that the right song will come along and sky-rocket them to the top of the charts. That is what I am constantly searching for—the proper tune at a time the artist can be available to record it. Then one of our great staff arrangers will go to work and give it a setting he feels makes for a solid hit record. All of this we take into the studio and try to blend into "Little Things Mean A Lot" or its equivalent. Or, as they say on the street, "That's what makes horse-racing!"

Jazz Reaches New Heights



by GEORGE AVAKIAN

Jazz on records today has attained an estate which its most ardent well-wishers (and I have been wishing at this well for more years than I want to remember) never thought it would reach.

It has, of course, passed from a single-record business to a package business. It is even in the course of passing from a 10-inch LP business to a 12-inch business. That almost puts it in a class with the most respected works in the record catalogs, the classical line, and as a matter of fact, that's where jazz belongs.

Good jazz, that is. By good jazz, I mean music that deserves to endure. Too many jazz recordings are made on the basis of throwing a few men together on a date (often an instrumental with a rhythm section) in order to cash in on the current popularity of some individual and, incidentally, the general trend favoring jazz. Sometimes the date doesn't really come off. Too often, the records are released anyway, just to get the investment back. No thought, unfortunately, is given to the fact that this does neither the company nor the artist much good.

Quality in jazz recording pays off—quality of performance and thought content, even more than technical quality of sound (though that's important, too). A few fine jazz LP's will outsell in the aggregate—and represent much more prestige and profit—than a large catalog of things that don't quite make it. They will also continue to sell for many years to come, long after the quickie dates are forgotten.

Dealers today tell me that they have a tendency to order fairly heavily on many jazz releases, because they aren't sure what will go but they're afraid not to try because of the jazz trend. Then they let the weaker sellers disappear in three or four months. This puts jazz in the class of pop singles, which is where it shouldn't be. But dealers cannot help it if their reaction is reinforced by customer reaction to certain jazz recordings.

The flood of jazz albums from every company doesn't make it any easier for the dealer or the customer. It is quite impossible to keep up with

everything that comes out, and it is getting harder and harder for dealer and the customer to figure out in advance what is good and what isn't. Even reviews don't help too much, because there is so much stuff being released that I recently found that I had missed some excellent albums on competition labels because the reviewers I had been watching either didn't cover them adequately (a sentence or so of non-committal comment) or failed to mention them at all.

The placing of jazz in its proper qualitative and quantitative position in the recording field has to begin with the recording companies. It will be forced on them soon enough by distributors, dealers, and the public. The record companies that take a position of high quality and fewer releases now will suffer less and gain much more in the near future. Good jazz is bought by people with money to spend and with tastes that include Bach, Mozart, Bartok, and Berg. They will buy a good jazz album no matter how old it is. Dave Brubeck's "Jazz Goes To College," a year old now, still hits Columbia's weekly best-seller list every so often, despite the fact that our pop albums are selling faster than ever. The biggest jazz best-seller of all time, Benny Goodman's 1938 Carnegie Hall Concert album (released in 1950), rolls on as though it were only in its second year.

An idea plus fine talent is what makes best-selling jazz. Both are necessary. The ideas are as hard to come by as the talent. Sometimes (as with those Brubeck and Goodman albums) the idea is inherent in the particular work of the artist in that album. Sometimes the idea comes from the very nature of the artist's career (as with Woody Herman "Three Herds" and Gene Krupa "Sidekicks" albums). Sometimes the idea is one which could have been interpreted by any of several artists, but happens to be especially suited to a particular artist (as with the Louis Armstrong Plays W. C. Handy album).

Combining ideas and talent makes best-selling albums in any field, and in jazz it is going to be the factor that makes for an enduring, profitable catalog for manufacturer, distributor, dealer—and customer as well!

DICK HYMAN

says

Thanks

To The Nation's Disk Jokeys
for the award

No. 1 MOST PROMISING UP AND COMING SMALL INSTRUMENTAL GROUP

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 36, N. Y.

Greetings from
Lalo Guerrero

featured on

REAL RECORDS

Territories East of the Mississippi still open

contact

REAL RECORD COMPANY

148 No. Pasadena Ave.
Pasadena, California

Phone RYan 1-9258

BEST WISHES

to

THE CASH BOX

on your 13th ANNIVERSARY

DIAMOND RECORD DISTRIBUTING CO.

1819 W. Pico Blvd., Los Angeles 6, Calif.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

The Song Hit BOX SCORE

BMI presents a six month accounting of the outstanding current song hits in the BMI repertoire as determined by two of the music trade barometers.

The CASH BOX "TOP TEN"

	January					February				March				April					May				June			
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
LET ME GO, LOVER (Rumbalero)	4	2	1	1	3	5	6	9																		
SHAKE, RATTLE AND ROLL (Progressive)	7	9																								
HEARTS OF STONE (Granite-Regent)		10	7	4	4	1	1	1	2	3	4	7	8	8	9											
THAT'S ALL I WANT FROM YOU (Weiss & Barry)				10	9	6	5	3	4	6	9	9	9	10												
NO MORE (Maple Leaf)						8	7	6	7	10																
SINCERELY (Arc)						10	8	5	3	2	2	1	1	1	3	5	7	8	9							
EARTH ANGEL (Dootsie Williams)							8	6	4	3	5	6	5	6	8											
TWEEDLEE DEE (Progressive)							10	8	7	6	4	3	4	4	2	3	3	5	6	6	7	8				
KO KO MO (Meridian)								10	8	5	3	5	7	7	10	10										
ROCK LOVE (Lois)												10														
PLEDGING MY LOVE (Lion)														9	10	7	9	10								
BALLAD OF DAVY CROCKETT (Wonderland)														8	4	2	1	1	1	2	3	4	4	4	3	
DANCE WITH ME, HENRY (Modern)																8	5	4	3	4	4	3	3	3	4	
THE BREEZE AND I (E. B. Marks)																				10			10	8	9	
DON'T BE ANGRY (Republic-Savoy)																							10	9		

The "HIT PARADE"

	January					February				March				April					May				June			
	1	8	15	22	29	5	12	19	26	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
LET ME GO LOVER (Rumbalero)	2	1	3	2	1	2	3	4																		
HEARTS OF STONE (Granite-Regent)				6	5	6	6	2	2	4	5															
THAT'S ALL I WANT FROM YOU (Weiss & Barry)						7	7	7	3	5	6	6	7	7	7											
SINCERELY (Arc)						4	5	6	2	3	4	2	5	4	6	5										
TWEEDLEE DEE (Progressive)							6	7	3	4	1	4	2	2	4	4	4	5	4	6	6					
KO KO MO (Meridian)								5	7	2	5	6	6	5												
OPEN UP YOUR HEART (Hamblen)										7																
BALLAD OF DAVY CROCKETT (Wonderland)											3	3	1	1	1	1	1	1	1	1	1	2	3	3		
DANCE WITH ME, HENRY (Modern)																6	7	4	6	4	4	5	4			

The numbers in the above tabulation indicate the week-to-week positions of BMI-licensed song hits among the seven on the "Hit Parade" and the Top Ten selections from The Cash Box.

These songs have achieved success because the writers, composers, publishers and performers have pleased the public taste. BMI salutes their joint achievements.

Greetings
to
THE CASH BOX
on the occasion of a
noteworthy 13th Anniversary

BROADCAST MUSIC, INC. 589 FIFTH AVENUE
NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



"MOST OF ALL"
ANNIVERSARY
GREETINGS to
THE CASH BOX



Don
Cornell

Personal Mgt.
MANNIE GREENFIELD

Representation
WM. MORRIS AGENCY XXX

CORAL
RECORDS

THE CASH BOX
ROUND THE WAX CIRCLE

NEW YORK:

Kappy Jordan's picnic was its usual complete success. Disk jockeys from all over the country and music and record men and their families had a wonderful day. Kappy makes her picnics one of the real events in our business. . . . Sunny Gale has signed a new contract with RCA Victor, putting to



SUNNY GALE

rest reports that she would leave the diskery. . . . Shannon Bolin, who plays Meg in "Damn Yankees," will cut her first LP album later this month for the Vanguard label. The ten songs will be offbeat and seldom-heard tunes. . . . George Lee is leaving Bobby Mellin's firm on an amicable basis after nine years to take over the operation of Zodiac Music, the American associate of World Music. He'll have offices at 1733 Broadway. . . . Waldorf Music Hall Records made a publicity tie-up via radio, television and newspaper wire services between Father's Day and their new record "The Song Of Daniel Boone" recorded by Loren Becker and Enoch Light's Orchestra. . . . "The Four Voices" currently at the Hollenden Hotel in Cleveland, will appear at the Club Elegante in Brooklyn from June 30 to July 6. . . . At this point we would like to thank everyone who has helped to make this our greatest issue yet. We'd like to thank the busy

executives who took time out to write articles . . . the artists, record companies and publishers who are using this issue in which to advertise, and all those people who all through the years have helped us to grow and expand our service to the industry.

CHICAGO:

Before we go one word further, would like to take this opportunity to thank everyone who phoned and wired this past week congratulating The Cash Box on its 13th Anniversary. Regardless of the hard work that these years entailed we feel absolutely thrilled at the way one and all have so grandly and gloriously come thru for this big 13th Anniversary Issue of The Cash Box. And, along with all of The Cash Box staff in all of our offices we, too, want to humbly and sincerely say, "Thank you a billion-zillion for being so swell." . . . Bob Cole, promotion man deluxe, stops up to express his personal congrats on our 13th year. Says Bob, "To me The Cash Box is the 'Bible' of our industry." . . . Hal Fredericks, WAAF deejay, phones to advise that he's "on the way" to the "Kappy Jordan Picnic" (New York, 6/18 and that, "This is gonna be the biggest of big affairs with deejays, A&R and diskery officials present." . . . Wesley Rose of dear old Nashville pulls into town with his wife and finds himself stranded away out on the south side of Our Town. Didn't realize that we had a zillion conventioners around and that not a Loop room available. . . . Sarah Vaughan and the Marian McPartland Trio reported to be bustin' one record right after the other at the Blue Note. . . . "The new Dorothy Shay," they call her as she once again treats the patrons of the Empire Room to the singing of the "Park Avenue Hillbillie." And the way the charmin' Shay is dressin'—she ain't no hillbilly—believe you me. . . . Dorothy Collins and The Four Lads zoomed right into the Chgo and clicked from performance One right on. Which reminds, Lenny Wolf had his hands full tryin' to get a room and then, when all seemed lost, found himself with two rooms on his hands—the lucky boy. . . . Pert Peggy King, Georgie Gobel's charming thrush, along with the grand Bill Haley's Comets on the way into the Chicago 7/8 following Dotty Collins and the Lads. . . . Very lovely celebration for Sig Sakowicz's "Mother's Fan Club" First Anniversary. . . . Danny O'Neill, one sweet guy who sure does deserve all the good breaks, absolutely flippin' his lid over his disk of "Matador" which is capturing but pahlenty listening time 'round these parts. Looks like Danny may have his big, but plenty big, No. 1, according to the people of Deed Records who put it on their label. . . . Bob Drews pops up with pic of himself and K. T. Stevens of "The Tender Trap" taken at the Blue Angel where Bobby int'v'd the gorgeous Stevens on the air. . . . Once again—thanks for your grand wishes for our 13th Anniversary.



FOUR LADS

HOLLYWOOD:

Another year as we celebrate our 13th anniversary of service to the industry. We wish to thank everyone who has helped to make it such a grand and glorious one. . . . Hollywood's music men are really hopping around these days as more and more of the nation's top songs are breaking from the film capital.



RUSH ADAMS

. . . Looks like Wally Brady, head of Glenwood-Montclare Music Publishers, has two big ones in Frankie Laine's "My Little One" and Tony Martin's "What's The Time In Nicaragua". . . . MGM has renewed the option of singer Rush Adams, who has picked up tremendous teen-age following due to his weekly stint on KTLA-TV's "Bandstand Revue", which is now seen nationally. . . . Abe Diamond, Diamond Distributing Company topper, reports that Mercury's subsid. Wing label is getting off to a fast start here. He noted spontaneous reaction to Eddie Ballantine's "Bye, Bye Blues" and Malcolm Lockyer's "Beat Me Daddy Eight To The Bar". . . . Hal White, whose band is one of the stellar attractions at the Capistrano Beachcombers Club, has penned "Capistrano Mambo" which he hopes will soon be waxed on the Marquee label. "Who knows", he quipped, "everyone's doin' the mambo—Why not the swallows?" . . . As a result of Larry Finley's appearance on the City of Hope 16 hour KTLA telethon he has been offered a trans-continental TV variety show with a national sponsor. . . . A hilarious new version of "Davey Crockett" is out on the Real label which should have record buyers flocking into the stores. It's the story of Pancho Lopez, the pride of old Mexico. . . . The tune "Every Day" with Count Basie's ork, and Joe Williams on vocal is one of those unpredictable mishaps which one usually only dreams about. At the rehearsals Williams got so carried away with the song, which was intended to be only a three minute arrangement, that he belted out for a full five minutes without stopping. Clef toppers were so impressed that they recorded it that way.

BILLY VAUGHN

Gratefully Acknowledges With Thanks

The Award by The Nation's DJ's

"MELODY OF LOVE" by Billy Vaughn

"MOST PROGRAMMED RECORD OF THE YEAR"

(from Annual Cash Box - DJ Poll)



**HEARTY ANNIVERSARY GREETINGS
to
THE CASH BOX**

Dot RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

Too Many Records?



by LAWRENCE KANAGA

One of the most common complaints about the record industry today is that virtually every company in the business is turning out too many records.

Coin box operators are particularly aware of this situation. Each week they are faced with the tedious task of pouring over scores of new releases in an effort to choose merchandise that will get fast customer reaction in juke boxes.

Perhaps the main reason for the multiplicity of releases is the fact that all companies are trying to get back the recording costs for every tune that is put on tape. As a result, manufacturers too frequently release discs which aren't up to par in the hope that initial sales to distributors and dealers will offset the recording costs.

I am convinced that the burden imposed on distributors, dealers and coin box operators alike by an over abundance of releases could be alleviated to a great extent by the manufacturers. At RCA Victor we are placing increasing emphasis on the screening of every record we produce before it is released. Discs that obviously aren't good merchandise are being culled from our release list as never before. This type of operation, I hope, will become general throughout the industry in the near future.

But it is important to remember that there can be too rigid limits on the number of releases. Because the record business is healthy and progressive, more and more new firms

are entering the field. That automatically means more releases, and it also means chances for a "hit" are multiplied. From an abundance of material, there is bound to come music that the public wants. When the public gets what it wants, then the whole record industry is in a stronger position.

Of course the best argument for a flexible release system is quite basic: if releases are drastically curtailed, many artists worthy of top recognition would continue to be unknown; many songs that rocket up among the favorites would never be recorded. The constant search for new artists and material is a vital factor in the economic health of the entire industry.

There have been many instances in this business when a company has made an honest attempt to substantially reduce its releases. Some songs that might have made the grade never saw the light of day on records. Suppose that Perez Prado's "Cherry Pink" had come along during a week in which releases were particularly heavy. "Cherry Pink" could have been written off as a noble experiment in new sound and a pop record of a more standard format could have replaced it on the release list. Fortunately, that didn't happen.

"Cherry Pink" is now well over the million mark, a history making record that has been an exceptionally profitable item for the artist, distributors, dealers and, of course, RCA Victor.

There's Profit In Those International Disks



by FRANK AMARU

Which is the profit button?

Actually, every button pressed by a juke box player should make a profit for you. The buttons on the panel operate mechanically, efficiently, silently. The sound is better than ever. Yes, every phase of the industry has progressed. But have your profits made comparable advancements?

No doubt they have for many of you. You have profited by the opportunities hiding in your many locations and you have made a study of each of them, tapping in this manner a new source of revenue.

You have done this by constantly analyzing your locations and the proven taste of your patrons. But in addition, you have used foresight in programming records in your boxes which had not proven themselves but which you thought had a great potential.

It is this kind of foresight that has brought about the tremendous success of such recent hits as "Anna," "Cherry Pink," "Malaguena" and many others.

Now that you have created this interest in an exciting field of music that is so new to most Americans, you know it would be profitable to explore further this new trend.

So the question comes up "which is the profit record?"

They all should be—the hits—the standards—the novelties.

There is another record, however, that does not appear in this group—the "International." It is this "International" record you must program for the added profit.

The International record has no nationality.

It is music that has the world for a market—it is the tango from Argentina (Kiss Of Fire); the mambo from Cuba (Mambo Jambo); the song from Mexico (Besame Mucho); Italy (Ci-Ciu-Ci); or France (La Vie en Rose). It may also be the ballad from Germany (You-You-You), or England (Ebbtide).

It stands to reason that if complete radio programs are devoted to this type of music that there already exists a nucleus of customers, and in many cases an introduction to this

field will freshen a badly worn pop taste.

Many people like piano disks. These same people will listen to a piano recording of a Mexican artist playing "Besame Mucho" just as readily as they will listen to Frankie Carle playing "Ida" or any other selection. The jazz fan will listen to a recording of Prado or Esquivel—or one of Sauter-Finegan or Stan Kenton.

At most resorts and small night clubs Latin American rhythms are performed by small combos built around the piano. Disks by such groups are many; are characterized by clear rhythms and are ideal for listening or dancing. Among some of the better known artists are the Tony Martinez Quintet, Noro Morales' piano and rhythm. Tito Rodriguez and his rhythm, etc.

How many customers do you have who like French recordings, yet don't actually understand the language?

Many of these same people will take readily to an offering by an Italian, German or Spanish artist once you have made it available. I need but remind you of "Anna" sung in Spanish, "C'est si bon" sung in French, and most recently "Malaguena," sung in German.

All of the above mentioned have been profit records—and there are many, many more.

Of the International tunes that have become most popular and today are considered standards, you have but to read the following titles—"Yours," "The Peanut Vendor," "Besame Mucho," "Malaguena," "Granada," "Sweet and Gentle," "C'est Si Bon," "Ci-Ciu-Ci"—and many others. Although these selections may be purchased sung in English, nevertheless the smart operator can and should program his box with the original versions—for that extra profit.

The player who goes for this music is a steady player. When pops or novelties fail to get plays, the machines that program this type of musician always count on a solid nucleus of customers to keep the machine playing.

It appears that this upswing of Latin and European flavor in our own music circles is headed for an even greater year than heretofore. It is well to remember that this may well be the profit button playing your profit record.

NEW RELEASES!

AMES BROS. RCA VICTOR
"MERCİ BEAUCOUP"

TONY BENNETT COLUMBIA
"DON'T TELL ME WHY"

TONI ARDEN RCA VICTOR
"BEWARE"

KITTY KALLEN DECCA
"FORGIVE ME"

BOURNE, INC.

136 W. 52nd St., N. Y. C., N. Y.

A SURE-FIRE HIT!

Dorothy Collins

singing

"THAT'S ALL
I NEED"

Audivacs 117 (45-117)

AUDIVACS RECORDS
140 W. 57th St.

A "HIGHLIGHT"
For Every Program

**JUNE
NIGHT**

LEO FEIST, INC.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Congratulations **CASH BOX**

From London Records
and All Its Artists...

Coming your way NOW...

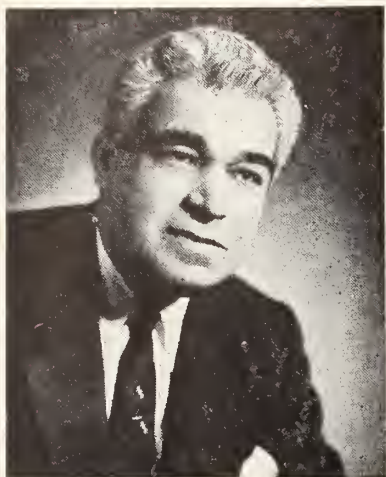
**The biggest all-out pop hit campaign in our
entire history.**

Just watch our new releases zoom!

London



The Record Industry Has A Long Way To Go



by MORRIS PRICE

Good as business is and as much as record sales have increased, the phonograph record industry has a long way to go. The introduction of the 33 $\frac{1}{3}$ and 45 r.p.m. speeds, the advent of high fidelity recording, the dramatic changes in packaging, the modernization of juke boxes—all these factors have done much to raise the unit and dollar volume of the industry to new heights. Yet it is generally believed that the record industry now gets a smaller share of its potential market than it did 10, 15 or 20 years ago. There are many more record companies than ever before, there is more music of varying types being released all the time, there is more consumer interest in recorded music—yet the record industry is doing less than half the total business which it could and should do.

Look at these facts: We still believe that a million-selling pop record is a "smash hit." Such record sellers are hard to come by. Of the one million total, at least 250,000 copies are bought and used by the coin machine industry. That leaves but 750,000 copies of the hit which were sold to the general public.

Now—there are some 160,000,000 people in the United States; there are some 44,000,000 families in the United States; there are said to be some 20,000,000 record players in use in

the United States. Why then do we think that selling 750,000 copies of a record is such a tremendous feat.

Let's assume that only half of the 20,000,000 record players are actually in use. Selling 750,000 records to a potential of 10,000,000 doesn't sound impressive either. Cut it still further. Cut it to 5,000,000 record player users. The story isn't much brighter.

As for those who point out that not all the owners of record players are interested in pop hits, what about such items as Patti Page's "Tennessee Waltz," Leroy Anderson's "Blue Tango," Georgia Gibbs' "Tweedle Dee" and others which cross the lines of demarcation between music categories? These are the type of recordings which sell to pop buyers, classical buyers, country buyers, rhythm and blues buyers, etc. Yet they never approach the four or five million sales mark.

Perhaps we need to fight for great exposure, perhaps we get too much exposure. Could be that selling techniques—on all levels—are outmoded. Could be that the industry has failed to sell the consumer on the great values in owning records.

In any event, we have a long way to go before we can call ourselves an industry and feel sure that we can take our place alongside such industries as television, book publishing, motion pictures and theaters.

The House That Jazz Built



by MURRAY SINGER

Bethlehem Records came into being at a time when the jazz record field was beginning to be a highly competitive field. The independents which had been in business many years before had powerful jazz catalogs and had most of the top jazz artists under contract. Most of the others were with the majors who were putting full emphasis and promotion on jazz. It was less than a year ago that we began.

When Gus Wildi, president of Bethlehem, called me in to handle the national sales, the company had released several singles in the even more competitive pop market. These were unsuccessful. The distribution was skeleton, there was very little promotion and even less of a direction toward which to move. There was very little product to sell and so we began all over. Without any delay, we signed Chris Connor who was fairly well known . . . she sang with Stan Kenton and Jerry Wald. We recorded her immediately and without waiting for covers or even pressings, I took a handful of dubs and went out on a tour of distributors. The job was difficult. I had to sell a new label and a new artist. With a lot of talk, persuasion, promises . . . and a good record, I sold.

Now we had to follow through. We knew that our product would have to be especially good to get and keep a foothold in the market. We knew, too, that we'd have to be experimental in our music and our packaging . . . and, we'd have to build new stars.

To produce our albums, Creed Taylor was brought in as A & R director. And although he was young, Creed had an intricate knowledge of modern music and its people. He began to produce . . . Oscar Pettiford, Ruby Braff, Carmen McRae and a follow-up album to the very successful Chris Connor album.

For packaging we thought perhaps we'd try several designers and pick the best. The first package was assigned to Burt Goldblatt who had been designing and photographing covers and who had a rich feeling for jazz. We looked no further. Since the first, Burt has been designing and photographing every cover that has come from Bethlehem, even more electrifying and rewarding than the other. This was proven when one of our covers

was given the Art Directors award as the best designed jacket of 1955.

The house of Bethlehem now had a solid foundation. Our albums were selling. The distributors began to call me for our product. The well established artists were coming to us. And, most of all, we were building new stars. Our artist roster was becoming large and strong . . . Chris Connor, Ruby Braff, Oscar Pettiford, Bobby Scott, Joe Derise, Vinnie Burke, Joe Puma, Herbie Mann, Eddie Shu, Urbie Green, Paula Castle, Conte Condoli, Stan Levey, Charlie Mariano, Carmen McRae, Hal McKusick, Herbie Harper, Australian Jazz Quartet, Bob Hardaway, Max Bennett, Don Elliott, Terry Morel, Red Mitchell, Kai Winding & J. J. Johnson, Charlie Shavers, Joe Roland, Bobby Troup, Frances Faye, The Smith-Glammann Quintet, Sam Most . . . and there are many more to come.

The leasing of packages was fast now. Some were accepted, some were not. I had now lined up key distributors throughout the country. We established a West Coast sales and A & R office. Disk jockeys were playing our records in both the jazz and pop fields.

In June our house was completed when we signed a deal with London Records for the world-wide distribution of our product. Retaining our cover design and using the name Bethlehem on every label, our records will now be sold and heard in every part of the world. This I heartily believe is a tribute to the achievement we have made in this short time.

The story of Bethlehem is a shining one. I believe we have made tremendous steps forward not only in the record industry but in the field of jazz itself. We have given a chance to the new and unknown artist, we have established new and wider acceptance from the general buying and listening audience. Of this we are all proud. Now we will move forward. There will be new and more promotion for our artist and our product, for the distributor and for the dealer. There will be complete and accurate service for the disk jockey. And of course there will be further experimentation, still better packages and new artists. Bethlehem, the house that jazz built . . . will become a mansion.

Research Craft Company

Producers of

Finest Custom Record Pressings That Quality Materials and Intelligent Skill Can Offer

Any Type of Phonograph Record in Shellac • Flex • Vinylite

1037 N. Sycamore St. • Los Angeles 38, Calif. • Hollywood 5 6128

Congratulations On Your 13th Anniversary

from the

PACIFIC COAST'S LARGEST ONE-STOP SERVICE

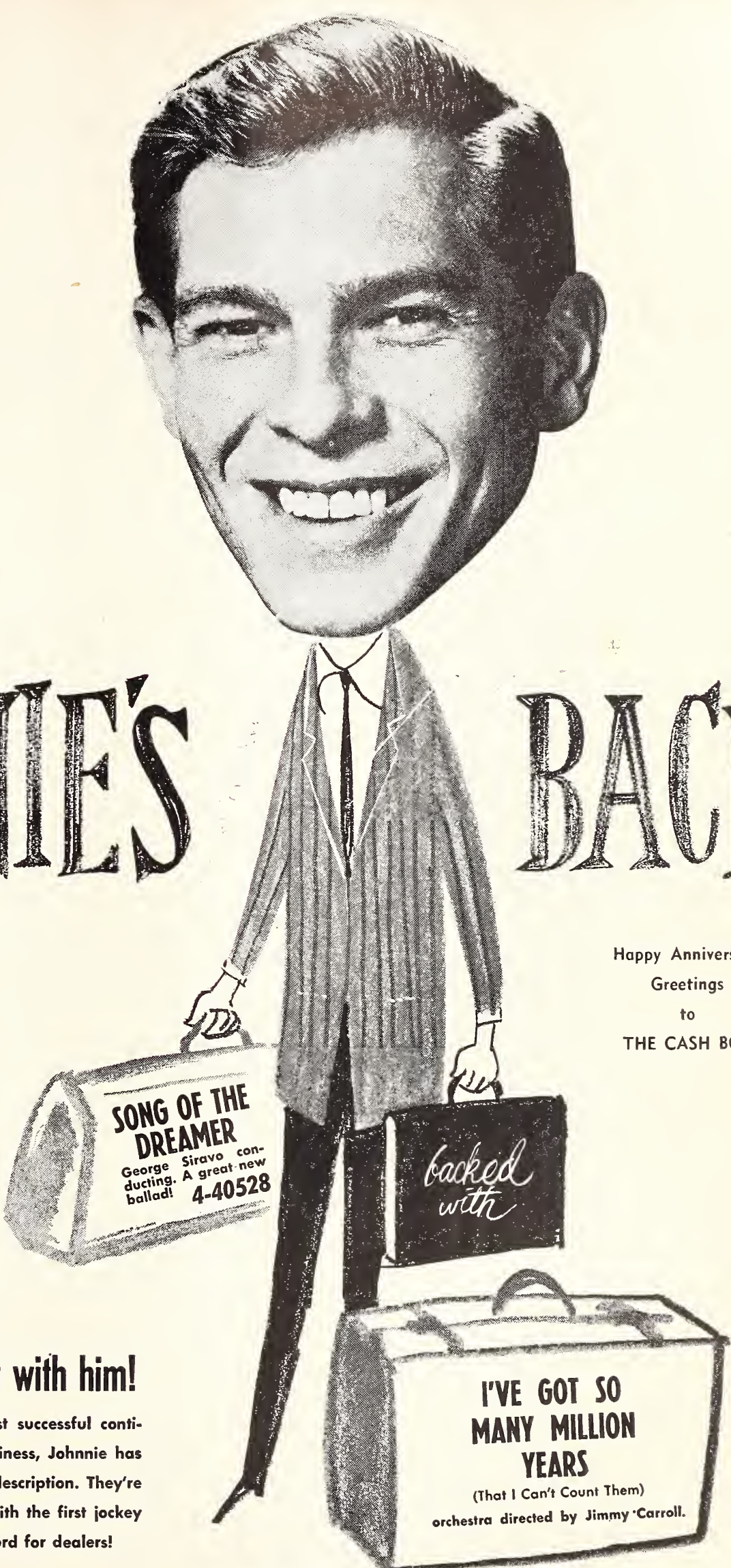


CALIFORNIA MUSIC COMPANY

2940 W. Pico Blvd., Los Angeles, Calif.

(Phone: REpublic 3-1196)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"



JOHNNIE'S BACK!

Happy Anniversary
Greetings
to
THE CASH BOX

and look what he's got with him!

Having just completed one of the most successful continental tours in the history of show business, Johnnie has recorded two brilliant sides that defy description. They're sheer artistry! Each side can "break" with the first jockey spin or operator play. It's a box lot record for dealers!

COLUMBIA



RECORDS

"It's What's in THE CASH BOX That Counts"

THE CASH BOX

The Nation's

TOP 50

COMPILED BY "THE CASH BOX"

Comprising
100
Selections

AA—Audivacs
BN—Bell
BT—Bethlehem
CA—Capital
CD—Cadence
CH—Chess
CK—Checker
CL—Cardinal
CO—Columbia
CR—Coral
AT—Atlantic

CW—Crown
DA—Dana
DE—Decca
DL—DeLuxe
DO—Dot
DT—Dootone
DU—Duke
EP—Epic
ES—Essex
EX—Excella
FB—Faber
FE—Federal

FI—Fiesta
4 Star—Four Star
GN—Golden
GR—Groove
GS—Gold Star
GTJ—Good Time
Jazz
HE—Herald
IM—Imperial
JD—Jay Dee
JU—Jubilee
JZ—Josie

KA—Kapp
KI—King
LO—London
MA—Marble
MD—Media
ME—Mercury
MG—MGM
MO—Modern
NG—Norgren
PA—Parrot

PE—Peacock
PM—Prom
PP—Peter Pan
PR—Prestige
RA—Rainbow
RB—R & B
RE—Regent
RM—Rama
SA—Savoy
SE—Seeco
SO—Sound

SP—Specialty
ST—Starlite
TA—Tampo
TI—Tico
TR—Trend
UN—United
UQ—Unique
VI—RCA Victor
VJ—Vee Ja.
WD—Waldorf
"X"—Label "X"

Best Selling Records

FROM LEADING RETAIL OUTLETS!

* INDICATES BEST SELLING RECORD OR RECORDS.

• Tunes are listed below in order of their popularity based on a continuing weekly national survey of leading retail dealers by The Cash Box. Each listing includes the name of the song, record number, artists and tune on the reverse side.

• The numbers underneath the title indicate the position of the record last week and two weeks ago, respectively.

Comprising
100
Selections

1—Unchained Melody

Pos. Pos.
6/25 6/18

★CA-3055 (F-3055)—LES BAXTER ORCH.
Medic
CO-40455 (4-40455)—LIBERACE
Bridges Of Toko-Ri
CR-61407 (9-61407)—DON CORNELL
All Of You
★DE-29441 (9-29441)—AL HIBBLER
Daybreak
DE-29509 (9-29509)—GUY LOMBARDO
Danger, Heartbreak
★EP-9102 (5-9102)—ROY HAMILTON
From Here To Eternity
ME-70598 (70598x45)—CREWCUTS
Two Hearts
MG-11962 (K-11962)—LEROY HOLMES
Ollivla
VI-20-6108 (47-6108)—CHET ATKINS
Hey, Mr. Guitar
VI-20-6078 (47-6078)—JUNE VALLI
Tomorrow

2—Rock Around The Clock

Pos. Pos.
3 3

AR-123 (45-123)—SONNY DAE
Movin' Guitar
★DE-29124 (9-29124)—BILL HALEY & COMETS
Thirteen Women
MG-12028 (K-12028)—CHARLES WALCOTT
Love Theme

3—Cherry Pink And Apple Blossom White

Pos. Pos.
2 2

CO-40472 (4-40472)—XAVIER CUGAT O.
(The Chl-Chl) Cha-Cha-Cha
★CR-61373 (9-61373)—ALAN DALE
I'm Sincere
CR-61381 (9-61381)—GEORGIE AULD
Plantation Boogie
DE-29380 (9-29380)—VICTOR YOUNG O.
You, My Love
DE-29510 (9-29510)—GUY LOMBARDO
Darling, Je Vous Aime
TI-10-256 (45-256)—TITO PUENTE
All Of You
★VI-20-5965 (47-5965)—PEREZ PRADO
Marie Elena

4—Something's Gotta Give

Pos. Pos.
4 8

CA-3096 (F-3096)—RAY ANTHONY
Sluefoot
★CR-61423 (9-61423)—MCGUIRE SISTERS
Rhythm 'N' Blues
CR-61425 (9-61425)—LES BROWN
Saturday Night Mambo
★DE-29484 (9-29484)—SAMMY DAVIS, JR.
Love Me Or Leave Me
VI-20-6140 (47-6140)—FRED ASTAIRE
Sluefoot

5—A Blossom Fell

Pos. Pos.
7 5

★CA-3095 (F-3095)—NAT "KING" COLE
If I May
LO-1554 (45-1554)—DICKIE VALENTINE
Who's Afraid
LO-1566 (45-1566)—VIC BARRETT O.
Softly, Softly

6—Learnin' The Blues

Pos. Pos.
9 7

★CA-3102 (F-3102)—FRANK SINATRA
If I Had Three Wishes

7—Honey Babe

Pos. Pos.
8 9

★MG-11900 (K-11900)—ART MOONEY
No Regrets
VI-20-6025 (47-6025)—SAUTER-FINEGAN
What Is This Thing Called Love

8—Ballad Of Davy Crockett

Pos. Pos.
5 4

BE-1091—TEX STEWART
Crazy Otto
★CA-3058 (F-3058)—ERNE FORD
Farewell
CA-3144 (F-3144)—MICKEY KATZ
Tweedle Dee
★CD-1256 (45-1256)—BILL HAYES
Farewell
★CO-40449 (4-40449)—FESS PARKER
I Gave My Love
CR-61368 (9-61368)—STEVE ALLEN
Very Square Dance
DE-29423 (9-29423)—BURL IVES
Gooper Peas
DO-1240 (45-1240)—MAC WISEMAN
Danger, Heartbreak
FI-049 (45-049)—IRVING FIELDS
Crazy Pancha
ME-70555 (70555 x 45)—RUSTY DRAPER
I've Been Thinkin'
MG-11941 (K-11941)—JAMES BROWN
He's A Rockin'-Horse
Cowboy
VI-20-6041 (47-6041)—VOICES
OF WALTER SCHUMANN
Let's Make Up

9—Dance With Me, Henry (The Wallflower)

Pos. Pos.
6 6

BE-1093—EDNA McGRUFF
Pledging My Love
CR-61370 (9-61370)—3 RAYS
Far Sentimental Reasons
MA-102 (45-102)—LESLIE SISTERS
I Need Your Love
★ME-70572 (70572x45)—GEORGIA GIBBS
Every Road Must Have A Turning
MO-947 (45-947)—ETTA JAMES & PEACHES

10—It's A Sin To Tell A Lie

Pos. Pos.
15 16

CR-61436 (9-61436)—JOHNNY DESMOND
Learnin' The Blues
EP-9093 (5-9093)—SOMETHIN' SMITH
My Baby Just Cares For Me

11—Hard To Get

Pos. Pos.
18 15

★X-0137 (4X-0137)—GISELE MCKENZIE
Boston Fancy

12—Sweet And Gentle

Pos. Pos.
16 22

CO-40530 (4-40530)—XAVIER CUGAT
That's Hot-Cha-Cha
★CR-61435 (9-61435)—ALAN DALE
You Still Mean The Same To Me
★ME-70647 (70647x45)—GEORGIA GIBBS
Blueberries

13—Alabama Jubilee

Pos. Pos.
13 21

SE-4167 (45-4167)—BARRY FRANK & S. BOLIVAR
Lemon-Merengue
VI-20-6138 (47-6138)—EARTHA KITT & P. PRADO
Freddie

14—If I May

Pos. Pos.
14 14

CA-3095 (F-3095)—NAT "KING" COLE
& 4 KNIGHTS
A Blossom Fell

15—Heart

Pos. Pos.
12 12

★DE-29476 (9-29476)—FOUR ACES
Sluefoot
★VI-20-6097 (47-6097)—EDDIE FISHER
Near To You
X-0125 (4X-0125)—NORMAN BROOKS
Too Many Heartaches

16—Whatever Lola Wants

Pos. Pos.
10 10

CA-3104 (F-3104)—BILLY MAY
Just Between Friends
DE-29472 (9-29472)—CARMEN McRAE
Am I The One To Blame
EP-9101 (5-9101)—MELLO-LARKS
Shoeless Joe From Hannibal Mo.
★ME-70595 (70595x45)—SARAH VAUGHAN
Oh Yeah
MG-11961 (K-11961)—GINNY GIBSON
If Anything Should Happen To You
ST-1363—THE HI-LO's
I Thought About You
VI-20-6077 (47-6077)—DINAH SHORE
Church Twice On Sunday
VI-20-6122 (47-6122)—PEREZ PRADO O.
Dilo
X-0116 (4X-0116)—LOUIS JORDAN
It's Been Said

17—The Breeze And I

Pos. Pos.
11 11

CO-40521 (4-40521)—ILSE WERNER
Jungle Drums
★DE-29467 (9-29467)—CATERINA VALENTE
Jalousie

18—Hey, Mr. Banjo

Pos. Pos.
17 13

CA-3103 (F-3103)—THE BANJO BOYS
Kvi-Vi-Vi-Vi-Vitt
CO-40506 (4-40506)—FRANK YANKOVIC
Pretty Music
CR-16408 (9-16408)—LAWRENCE WELK
Love Me Or Leave Me
DE-29516 (9-29516)—GUY LOMBARDO
Marty
★KA-113 (45-113)—THE SUNNYSIDERS
Zoom, Zoom, Zoom
GN-216 (45-216)—SANDPIPERS & M. MILLER

19—Story Untold

Pos. Pos.
23 24

EP-9107 (45-9107)—FOUR COINS
Magnolia
HE-452 (45-452)—NUTMEGS
Make Me Lose My Mind
★ME-70634 (70634)—CREWCUTS
Carmen's Boogie

20—Chee Chee-oo Chee

Pos. Pos.
19 17

CA-3133 (F-3133)—DEAN MARTIN
Ridin' Into Love
CO-40514 (4-40514)—MARINERS
Rusty Old Halo
LO-1565 (45-1565)—JOHNSTON BROS.
The Right To Be Wrong
LO-1575 (45-1575)—DENNIS HALE
Stealin'
ME-70630 (70630x45)—THE GAYLORDS
Who's Got The Pain
MG-12013 (K-12013)—AMBROSE ORCH.
Could It Be
★VI-20-6137 (47-6137)—PERRY COMO & J. P. MORGAN
Two Last Souls

21—My One Sin

Pos. Pos.
25 36

★CA-3136 (F-3136)—NAT "KING" COLE
Blues From Kiss Me Deadly

22—Man In The Raincoat

Pos. Pos.
28 39

CD-1266 (45-1266)—MARION MARLOWE
Heartbeat
CR-61433 (9-61433)—KAREN CHANDLER
Sentimental Fool
LO-1589 (45-1589)—LITA ROZA
Today And Ev'ry Day
★UQ-303 (45-303)—PRISCILLA WRIGHT
Please Have Mercy

23—Hummingbird

Pos. Pos.
36 —

★CA-3165 (F-3165)—LES PAUL & MARY FORD
Goodbye My Love
★CD-1267 (45-1267)—CHORDETTE
I Told A Lie
CO-21419 (4-21419)—ROSE MADDOX
Words Are Easy To Say
★CO-40526 (4-40526)—FRANKIE LAINE
My Little One
EP-9110 (5-9110)—D. & L. ROBERTSON
Saturday Night

24—Love Me Or Leave Me

Pos. Pos.
20 18

CO-40525 (4-40525)—LES ELGART O.
When Yuba Plays The Rumba
CR-61408 (9-61408)—LAWRENCE WELK
Hey, Mr. Banjo
★DE-29484 (9-29484)—SAMMY DAVIS, JR.
Something's Gotta Give
MG-11984 (K-11984)—BILLY ECKSTINE
Only You
★VI-20-6073 (47-6073)—LENA HORNE
I Love To Love

25—I'll Never Stop Loving You

Pos. Pos.
30 31

CA-3120 (F-3120)—LES BAXTER
Wake The Town
★CO-40405 (4-40405)—DORIS DAY
Never Look Back
IM-8298 (45-8298)—SLIM WHITMAN
I'll Never Take You Back Again
LO-1572 (45-1572)—DAVID WHITFIELD
Everywhere

26—That Old Black Magic

Pos. Pos.
32 46

★DE-29541 (9-29541)—SAMMY DAVIS
A Man With A Dream
ME-70649 (70649x45)—ERROLL GARNER
Night And Day

27—Don't Be Angry

Pos. Pos.
21 20

★ME-70597 (70597x45)—CREWCUTS
Chop Chop Boom
MO-956 (45-956)—CADETS
I Cry
★SA-1155 (45-1155)—NAPPY BROWN
It's Really You
VI-20-6106 (47-6106)—SAUTER-FINEGAN O.
Theme From 'I Am A Camera'

28—Popcorn Song

Pos. Pos.
39 —

★CA-3131 (F-3131)—CLIFFIE STONE
Barracuda

29—Most Of All

Pos. Pos.
22 19

CH-1589 (45-1589)—THE MOONGLOWS
She's Gone
★CR-61393 (9-61393)—DON CORNELL
The Door Is Still Open
DO-15352 (45-15352)—FONTANE SISTERS
Put Me In The Mood

30—Blue Star

Pos. Pos.
24 27

★CO-40508 (4-40508)—FELICIA SANDERS
My Love's A Gentle Man
DE-29553 (9-29553)—CHARLIE APPLEWHITE & V. YOUNG
A Prayer Was Born

31—House Of Blue Lights

Pos. Pos.
37 —

CA-2574 (F-2574)—MERRILL MOORE
Bell Bottom Boogie
★ME-70627 (70627x45)—CHUCK MILLER
Can't Help Wonderin'

32—Not As A Stranger

Pos. Pos.
27 35

★CA-3130 (F-3130)—FRANK SINATRA
How Could You Do Such A Thing
CO-40512 (4-40512)—PERCY FAITH O.
Fiddling Bullfighter
EP-9109 (5-9109)—RUSSELL ARMS
Don't Be Afraid
VI-20-6159 (47-6159)—HENRI RENE
There Must Be A Way To Your Heart

33—Cattle Call

Pos. Pos.
35 44

IM-8281 (45-8281)—SLIM WHITMAN
★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

34—Ain't It A Shame

Pos. Pos.
44 48

★DO-15377 (45-15377)—PAT BOONE
Tennessee Saturday Night

★IM-5348 (45-5348)—FATS DOMINO

La-La (90000x45)—RONNIE GAYLORD
Chee Sera Sera

35—Two Lost Souls

Pos. Pos.
26 34

★VI-20-6137 (47-6137)—PERRY COMO & J. P. MORGAN
Chee Chee-oo Chee

36—Smack Dab In The Middle

Pos. Pos.
31 33

CA-3105 (F-3105)—ELLA MAE MORSE
Yes, Yes I Do
★DE-29511 (9-29511)—MILLS BROS.
Kiss Me And Kill Me With Love
MG-11989 (K-11989)—CHARLIE CALHOUN
Why The Car Won't Go

37—Rollin' Stone

Pos. Pos.
33 26

★DO-15370 (45-15370)—FONTANE SISTERS
Playmates
EX-2057 (45-2057)—MARIGOLDS
Why Don't You
MO-960 (45-960)—CADETS
Fine Lookin' Fellow
VI-20-6131 (47-6131)—RUBY WELLS
Fighting The Blues
X-0128 (4X-0128)—EDDIE FONTAINE
I'm Through Chasing After You

38—Domani

Pos. Pos.
45 —

★CD-1265 (45-1265)—JULIUS LA ROSA
Mama Rosa
VI-20-6167 (47-6167)—TONY MARTIN
What's The Time In Nicaragua

39—The Kentuckian Song

Pos. Pos.
48 —

CO-40527 (4-40527)—WESTON & LUBOFF CH.
You And You Alone
CR-61439 (9-61439)—BOBBY SHERWOOD
Far Away Places
★DO-15375 (45-15375)—HILLTOPPERS
I Must Be Dreaming
ME-70637 (70637x45)—GUY CHERNEY
If We All Said A Prayer
MG-12011 (K-12011)—JAMES BROWN
Man From Laramie
★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
Cattle Call

40—Good And Lonesome

Pos. Pos.
40 —

★VI-20-6156 (47-6156)—KAY STARR
Where, What Or When

41—Mamma Rosa

Pos. Pos.
42 —

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
Cattle Call

42—Carmen's Boogie

Pos. Pos.
43 45

★VI-20-6156 (47-6156)—KAY STARR
Where, What Or When

43—The Banjo's Back In Town

Pos. Pos.
44 48

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

44—Darling, Je Vous Aime Beaucoup

Pos. Pos.
34 38

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

45—Blueberries

Pos. Pos.
29 25

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

46—The Crazy Otto

Pos. Pos.
46 —

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

47—Kiss Me Deadly

Pos. Pos.
49 49

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

48—Daniel Boone

Pos. Pos.
49 49

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

49—David Crockett

Pos. Pos.
49 49

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

50—Not Yet

Pos. Pos.
49 49

★VI-20-6139 (47-6139)—EDDY ARNOLD & H. WINTERHALTER
The Kentuckian Song

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Rosie Future!



TWO BIG HITS WITH SALES ASSURANCE . . . TWO THAT ONLY ROSEMARY CLOONEY COULD SING! "GO ON BY" COMES FROM THE PEN OF STU HAMBLIN WHO WROTE "THIS OLE HOUSE." "SAILOR BOYS" IS A SORT OF JAPANESE SEQUEL TO "COME ONA MY HOUSE." THEY'RE BACK TO BACK ON ONE TERRIFIC RECORD FROM THE HOUSE OF HITS—

Columbia
Records



© "Columbia." © T. M.

R & B WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD

"PLEDGING MY LOVE"

★
JOHNNY ACE

★
DUKE RECORDS

★
LION PUBLISHING



(TIE)



"EARTH ANGEL"

★
PENGUINS

★
DOOTONE RECORDS

★
DOOTSIE WILLIAMS PUBLICATIONS

MOST PROGRAMMED FEMALE VOCALIST



RUTH BROWN

★
ATLANTIC

MOST PROGRAMMED MALE VOCALIST



JOE TURNER

★
ATLANTIC

MOST PROGRAMMED VOCAL GROUP



DRIFTERS

★
ATLANTIC

MOST PROGRAMMED ORCHESTRA



BUDDY
JOHNSON

★
MERCURY

SMALL INSTRUMENTAL GROUP



BILL DOGETT

★
KING

UP & COMING FEMALE VOCALIST



ETTA JAMES

★
MODERN

UP & COMING MALE VOCALIST



BO DIDDLEY

★
CHECKER

NAPPY BROWN

(TIE)

★
SAVOY



UP & COMING VOCAL GROUP



MOONGLOWS

★
CHESS

IT'S ANOTHER ATLANTIC SWEEP!

R & B WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

THE TOP GIRL!



RUTH BROWN



ATLANTIC

THE TOP GUY!



JOE TURNER



ATLANTIC

THE TOP GROUP!



CLYDE
McPHATTER
AND THE
DRIFTERS



ATLANTIC

MOST PROGRAMMED FEMALE VOCALIST

MOST PROGRAMMED MALE VOCALIST

MOST PROGRAMMED VOCAL GROUP

and

8 OF THE TOP 15 RECORDS OF THE YEAR!!!

WHICH RECORDS DID YOU PLAY MOST
IN THE LAST 12 MONTH PERIOD?

- | | |
|--|------|
| 1. "PLEDGING MY LOVE"—JOHNNY ACE | 8.2% |
| 1. "EARTH ANGEL"—PENGUINS | 8.1 |
| 2. "Honey Love"—Clyde McPhatter & The Drifters | 7.6 |
| 3. "Oh, What A Dream"—Ruth Brown | 6.5 |
| 4. "I've Got A Woman"—Ray Charles | 6.3 |
| 5. "Hearts Of Stone"—Charms | 5.9 |
| 6. "Hurts Me To My Heart"—Faye Adams | 5.4 |
| 7. "Sincerely"—Moonglows | 5.1 |
| 8. "My Babe"—Little Walter | 4.7 |
| 8. "Shake, Rattle And Roll"—Joe Turner | 4.7 |
| 9. "You Upset Me Baby"—B. B. King | 4.5 |
| 10. "Tweedlee Dee"—Lavern Baker | 3.8 |
| 11. "I Don't Hurt Anymore"—Dinah Washington | 3.7 |

- | | |
|---|-----|
| 12. "Flip, Flop And Fly"—Joe Turner | 2.6 |
| 13. "Sh-Boom"—Chords | 2.4 |
| 14. "Unchained Melody"—Al Hibbler, Roy Hamilton | 1.9 |
| 15. "Mambo Baby"—Ruth Brown | 1.4 |

82.8%

Others

THANKS Disk Jockeys for
making it all possible

ATLANTIC RECORDING CORP.

234 WEST 56th St.

NEW YORK 19. N. Y.

NEW RELEASES THAT ARE RISING TO TOP PLACE

"WHY DON'T YOU WRITE ME"The "Jacks"
RPM 428**"SHUT YOUR MOUTH"**B. B. King
RPM 430**"DOG GONE IT"**

b/w

"LOVE ME AGAIN"Donna Hightower
RPM 432**"LOVE ME ALWAYS"**Arthur Lee Maye
& the "Clowns"
RPM 429**"TOO TIRED"**

b/w

"DON'T TOUCH ME"Johnny "Guitar" Watson
RPM 431**"HEY HENRY"**Etta James
Modern 957**"ROLLING STONE"**

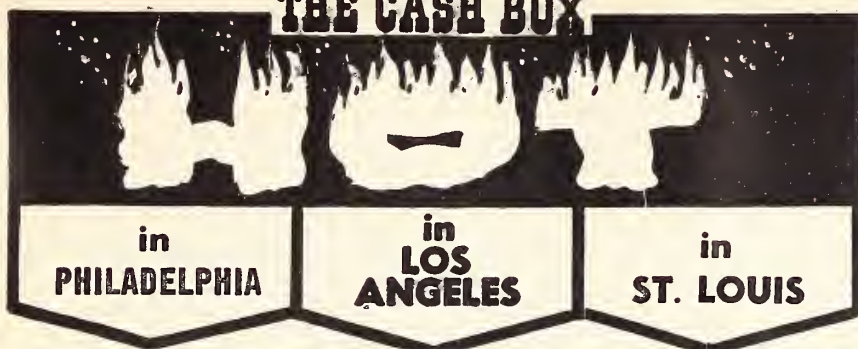
b/w

"FINE LOOKIN' BABY"The "Cadets"
Modern 960Many thanks to Cash Box
for their consistent
help and service...**THE CASH BOX**in
NEW YORK CITYin
CHICAGOin
NEW ORLEANS

The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans

1**UNCHAINED MELODY**
Al Hibbler (Decca 29441)
Ray Hamilton (Epic 9102)**2****SOLDIER BOY**
Four Fellows
(Glory 234)**3****STORY UNTOLD**
Nutmegs
(Herald 452)**4****THIS IS MY STORY**
Gene & Eunice
(Aladdin 3282)**5****IF IT'S THE LAST
THING I DO**
Dinah Washington
(Mercury 10865)**6****BO DIDDLEY**
Bo Diddley
(Checker 814)**7****EVERY DAY**
Count Basie
(Clef 81949)**8****AIN'T IT A SHAME**
Fats Domino
(Imperial 5348)**9****AS LONG AS I'M
MOVING**
Ruth Brown
(Atlantic 1059)**10****THIS LITTLE GIRL
OF MINE**
Ray Charles
(Atlantic 1063)**BO DIDDLEY**
Bo Diddley
(Checker 814)**ROLLER COASTER**
Little Walter
(Checker 817)**IT'S MY LIFE, BABY**
Bobby Blue Bland
(Duke 141)**AIN'T IT A SHAME**
Fats Domino
(Imperial 5348)**IF IT'S THE LAST
THING I DO**
Dinah Washington
(Mercury 10865)**UNCHAINED MELODY**
Al Hibbler (Decca 29441)
Ray Hamilton (Epic 9102)**DON'T BE ANGRY**
Nappy Brown
(Savoy 1155)**CHOP CHOP BOOM**
Danderliers
(States 147)**I CAN SEE EVERY-
BODY'S BABY**
Ruth Brown
(Atlantic 1059)**STORY UNTOLD**
Nutmegs
(Herald 452)**DON'T TAKE
IT SO HARD**
Earl King
(King 4780)**SONG OF
THE DREAMER**
Billy Brooks
(Duke 142)**I CAN SEE EVERY-
BODY'S BABY**
Ruth Brown
(Atlantic 1059)**BO DIDDLEY**
Bo Diddley
(Checker 814)**A FOOL FOR YOU**
Ray Charles
(Atlantic 1063)**AIN'T IT A SHAME**
Fats Domino
(Imperial 5348)**THE TURTLE**
Larry Liggett
(Chess 1594)**DON'T BE ANGRY**
Nappy Brown
(Savoy 1155)**UNCHAINED MELODY**
Ray Hamilton
(Epic 9102)**YOU'RE GONNA
MISS ME**
Guitar Slim
(Specialty 551)in
SAN FRANCISCOin
NEWARKin
CLEVELAND**1****MAMA, TALK TO
YOUR DAUGHTER**
J. B. Lenore
(Parrott 809)**2****UNCHAINED MELODY**
Al Hibbler (Decca 29441)**3****DEANIE BOY**
Tommy Dean
(Vee-Jay 125)**4****STORY UNTOLD**
Nutmegs
(Herald 452)**5****AIN'T IT A SHAME**
Fats Domino
(Imperial 5348)**6****EVERY DAY**
Count Basie
(Clef 81949)**7****CLOSE YOUR EYES**
Five Keys
(Capitol 3032)**8****BO DIDDLEY**
Bo Diddley
(Checker 814)**9****WHAT'CHA
GONNA DO**
Clyde McPhatter &
The Drifters (Atlantic 1055)**10****DON'T BE ANGRY**
Nappy Brown
(Savoy 1155)**UNCHAINED MELODY**
Ray Hamilton (Epic 9102)
Al Hibbler (Decca 29441)**AIN'T IT A SHAME**
Fats Domino
(Imperial 5348)**HENRY'S GOT
FLAT FEET**
Midnighters
(Federal 12224)**BO DIDDLEY**
Bo Diddley
(Checker 814)**THIS IS MY STORY**
Gene & Eunice
(Aladdin 3282)**THIS LITTLE GIRL
OF MINE**
Ray Charles
(Atlantic 1063)**DEAREST ONE**
Charlie and Ray
(Herald 454)**HEAVEN AND
PARADISE**
Don Julian's Meadowlarks
(Dootone 359)**HEY HENRY**
Etta James
(Modern 957)**I CAN TELL**
Chuck Willis
(Okeh 7055)**AIN'T IT A SHAME**
Fats Domino
(Imperial 5348)**BO DIDDLEY**
Bo Diddley
(Checker 814)**UNCHAINED MELODY**
Al Hibbler (Decca 29441)**WHAT'CHA
GONNA DO**
Clyde McPhatter &
The Drifters (Atlantic 1055)**THE DOOR IS
STILL OPEN**
Cardinals
(Atlantic 1054)**HENRY'S GOT
FLAT FEET**
Midnighters
(Federal 12224)**ROLLER COASTER**
Little Walter
(Checker 817)**AS LONG
AS I'M MOVING**
Ruth Brown
(Atlantic 1059)**A FOOL FOR YOU**
Ray Charles
(Atlantic 1063)**I WISH YOU WOULD**
Billy Boy
(Vee-Jay 146)

THE CASH BOX



The Top Ten Tunes Netting Heaviest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators in Dallas, Los Angeles and Other Cities Listed.

- | | | |
|---|---|---|
| <p>1 AIN'T IT A SHAME
Fats Domino
(Imperial 5348)</p> <p>2 EVERYBODY NEEDS SOMEBODY
Jimmy Scott
(Sovoy 1154)</p> <p>3 STORY UNTOLD
Nutmegs
(Herald 452)</p> <p>4 SOLDIER BOY
Four Fellows
(Glory 234)</p> <p>5 UNCHAINED MELODY
Roy Hamilton
(Epic 9102)</p> <p>6 MY BABE
Little Walter
(Checker 811)</p> <p>7 A FOOL FOR YOU
Roy Charles
(Atlantic 1063)</p> <p>8 DON'T BE ANGRY
Noppy Brown
(Sovoy 1155)</p> <p>9 EVERY DAY
Caunt Basie
(Clef 81949)</p> <p>10 THE DOOR IS STILL OPEN
Cordinals
(Atlantic 1054)</p> | <p>BO DIDDLEY
Bo Diddley
(Checker 814)</p> <p>UNCHAINED MELODY
Roy Hamilton
(Epic 9102)</p> <p>SINDY
Squires
(Mambo 105)</p> <p>ANGEL IN MY LIFE
Jewels
(Imperial 5351)</p> <p>AIN'T IT A SHAME
Fats Domino
(Imperial 5348)</p> <p>STORY UNTOLD
Nutmegs
(Herald 452)</p> <p>ROLLIN' STONE
Morigolds
(Excella 2057)</p> <p>BOPPIN' THE ROCK
Clifton Chenier
(Specialty 552)</p> <p>ONE LITTLE BLESSING
Jesse Belvin
(Specialty 550)</p> <p>THIS IS MY STORY
Gene & Eunice
(Aladdin 3282)</p> | <p>BO DIDDLEY
Bo Diddley
(Checker 814)</p> <p>UNCHAINED MELODY
Roy Hamilton (Epic 9102)</p> <p>DO-WAH
Spaniels
(Vee-Joy 131)</p> <p>YOU DON'T HAVE TO GO
Jimmy Reed
(Vee-Joy 119)</p> <p>I CAN TELL
Chuck Willis
(Okeh 7055)</p> <p>SOLDIER BOY
Four Fellows
(Glory 234)</p> <p>ROLLER COASTER
Little Walter
(Checker 817)</p> <p>BOP TING-A-LING
Lavern Baker
(Atlantic 1057)</p> <p>ALL RIGHT, OKAY, YOU WIN
Ella Johnson
(Mercury 70580)</p> <p>AS LONG AS I'M MOVING
Ruth Brown
(Atlantic 1059)</p> |
|---|---|---|



- | | | |
|--|--|---|
| <p>1 AIN'T IT A SHAME
Fats Domino
(Imperial 5348)</p> <p>2 UNCHAINED MELODY
Roy Hamilton (Epic 9102)</p> <p>3 AS LONG AS I'M MOVING
Ruth Brown
(Atlantic 1059)</p> <p>4 STORY UNTOLD
Nutmegs
(Herald 452)</p> <p>5 BO DIDDLEY
Bo Diddley
(Checker 814)</p> <p>6 WHAT'CHA GONNA DO
Clyde McPhatter & The Drifters (Atlantic 1055)</p> <p>7 IT'S MY LIFE, BABY
Bobby Blue Bland
(Duke 141)</p> <p>8 ALL RIGHT, OKAY, YOU WIN
Ella Johnson
(Mercury 70580)</p> <p>9 IT'S LOVE, BABY
Louis Brooks
(Excella 2056)</p> <p>10 FLIP, FLOP AND FLY
Joe Turner
(Atlantic 1053)</p> | <p>UNCHAINED MELODY
Roy Hamilton (Epic 9102)</p> <p>I'M A MAN
Ba Diddley
(Checker 814)</p> <p>WHAT'CHA GONNA DO
Clyde McPhatter & The Drifters (Atlantic 1055)</p> <p>CLOSE YOUR EYES
Five Keys
(Capitol 3032)</p> <p>BO DIDDLEY
Bo Diddley
(Checker 814)</p> <p>A FOOL FOR YOU
Roy Charles
(Atlantic 1063)</p> <p>MY BABE
Little Walter
(Checker 811)</p> <p>MOST OF ALL
Moonglows
(Chess 1589)</p> <p>THIS LITTLE GIRL OF MINE
Roy Charles
(Atlantic 1063)</p> <p>AS LONG AS I'M MOVING
Ruth Brown
(Atlantic 1059)</p> | <p>AIN'T IT A SHAME
Fats Domino
(Imperial 5348)</p> <p>AS LONG AS I'M MOVING
Ruth Brown
(Atlantic 1059)</p> <p>BO DIDDLEY
Ba Diddley
(Checker 814)</p> <p>A FOOL FOR YOU
Roy Charles
(Atlantic 1063)</p> <p>IT'S LOVE BABY
Louis Brooks
(Excella 2056)</p> <p>THIS IS MY STORY
Gene & Eunice
(Aladdin 3282)</p> <p>UNCHAINED MELODY
Al Hibbler (Decca 29441)
Roy Hamilton (Epic 9102)</p> <p>IT'S MY LIFE, BABY
Bobby Blue Bland
(Duke 141)</p> <p>LONELY NIGHTS
Hearts
(Boton 208)</p> <p>YOU GOT ME CRYING
Johnny Otis
(Peacock 1648)</p> |
|--|--|---|



4750-52 Cottage Grove Ave.
Chicago 15, Illinois



MOONGLOWS

"UP & COMING VOCAL GROUP"

... CASH BOX DJ POLL

"FOOLISH ME"

CHESS # 1598

"ARE YOU OUT THERE"

CHESS # 1599

BY

PERCY MAYFIELD

New Releases to Watch

"MANISH BOY"

CHESS # 1602

BY

MUDDY WATERS

LOWELL FULSON

WITH

"LONELY HOURS"

CHECKER # 820

LITTLE WALTER'S "ROLLER COASTER"

CHECKER # 817

"BO DIDDLEY" "DIDDLEY DADDY"

CHECKER # 819

BY

BO DIDDLEY

"UP & COMING MALE VOCALIST"

... CASH BOX DJ POLL



Checker RECORD CO.

4750-52 Cottage Grove Ave.
Chicago 15, Illinois

Hitting the Bullseye!

Bobby "Blue" BLAND

"IT'S MY LIFE"
"TIME OUT"
DUKE # 141

Little Junior PARKER

"I WANNA RAMBLE"
"BACK TRACKIN'"
DUKE # 137

Billy BROOKS

"SONG OF THE DREAMER"
"MAMBO IS EVERYWHERE"
DUKE # 142

Junior RYDER

"DON'T TELL NOBODY"
"EVERY STAR I SEE"
DUKE # 139

Johnny OTIS

"YOU GOT ME CRYING"
"SITTING HERE DRINKING"
PEACOCK # 1648

Original
FIVE BLIND BOYS

"THINK OF GOD'S GOODNESS"
"I'LL BE IN THE WILDERNESS"
PEACOCK # 1747
Spiritual

Sensational
NIGHTINGALES

"A CHRISTIAN LIFE"
"SOMEWHERE TO LAY MY HEAD"
PEACOCK # 1749
Spiritual

Cleophus ROBINSON

"GOING HOME TO JESUS"
"I'M DETERMINED"
PEACOCK # 1741
Spiritual

**Thank you DJs
for your overwhelming votes.**

*We are proud to have been publisher and record
manufacturer of The Cash Box
"Most Programmed Record of 1955"*

"PLEDGING MY LOVE"

by

JOHNNY ACE

Duke # 136

Now the new JOHNNY ACE release

"ANymORE"

Duke # 144



"Happy 13th Anniversary Cash Box"

...and our Thanks to all of our Distributors, Juke
Box Operators and Retail Stores for making
"Pledging My Love" the Big Record of the year.

Along with the NEW "JOHNNY ACE" RECORD, WE HAVE—

"MY MIND ON JESUS"

"I'M GOING ON IN HIS NAME"

by

The Original Southern Tones

Duke # 208

"TAKE CARE OF ME"

**"IT MUST HAVE BEEN THE LORD
THAT TOUCHED ME"**

by

The Dixie Humming Birds

Peacock # 1742



RHYTHM 'N' BLUES REVIEWS

<input type="radio"/> A DISK & SLEEPER	<input type="radio"/> G GOOD
<input type="radio"/> B EXCELLENT	<input type="radio"/> C FAIR
<input type="radio"/> B VERY GOOD	<input type="radio"/> D MEDIOCRE

PIANO RED (Groove 50000)

B+ "RED'S BOOGIE" (2:20) [St. Louis BMI—Willie Perryman] Piano Red beats out a middle tempo boogie with his staccato fingering and the disk comes up an infectious wax that should grab sales.

B+ "ROCKIN' WITH RED" (2:27) [St. Louis BMI—Perryman] Piano Red rocks in middle beat with his cornball piano and Southern country vocal stylings. Another powerful coupling. Both sides should grab off strong reaction.

ROLLEE MCGILL (Mercury 70652)

B "RHYTHM ROCKIN' BLUES" (2:41) [Drexell BMI] Rollee McGill drives a rocking jump side with moves emphatically. Deck has the zest, enthusiasm, and big beat to excite the kids. Look for good reaction to this one.

B+ "IN MY NEIGHBORHOOD" (2:44) [Drexell BMI] McGill backs with a slow rhythmic country blues with a romantic lyric. Pretty wax with much appeal. This side could step out as it has the warmth and melodic punch that made "Pledging My Heart" such a big seller.

MACHITO (Tico 261)

B+ "COME BACK TO SORRENTO" (2:43) [E. De Curtis] Machito listeners will break out with bobs and weaves as they listen to the cha-cha treatment of the standard. Middle beat, easy styling and fluid music.

B+ "TEA FOR TWO" (2:45) [V. Youmans] The delightful standard is melted by Machito for an intoxicating cha-cha. Two sides that the evergrowing cha-cha dancers will love.

YOUNG JESSIE (Modern 961)

B "MARY LOU" (2:40) [Modern BMI—Jessie, Ling] Mary Lou takes Young Jesse to the cleaners on this middle beat jump item. Jessie sings an infectious ditty in good style and the country market should like it.

B "DON'T THINK I WILL" (2:44) [Modern BMI—Josea, Ling] Young Jessie shouts out a jump ditty with plenty of enthusiasm on this deck. Another side for the country market.

THE SMOOTHTONES (Jem 412)

B "NO DOUBT ABOUT IT" (2:13) [Billen BMI—Gaitwood] The Smoothtones blend easily on a middle beat bounce tune that comes off ok. Rhythmic and pleasing wax.

C+ "BRING BACK YOUR LOVE (TO ME)" (2:50) [Billen BMI—Gaitwood] Pretty ballad softly chanted. Tune is of the recently much heard variety.

THE TENDERFOOTS (Federal 12228)

B "SUGAR WAYS" (2:22) [Armo BMI—Ballard, Bass, Otis] The Tenderfoots bounce through a well worn melody, tho still effective, and come up with an ok side of a driving tune.

B "SINDY" (2:20) [Gallo BMI—Squires] Slow romantic pretty well chanted by the group. Cover of a tune starting to kick up a fuss. The better side commercially and in performance.

THE CASH BOX

★ AWARD O' THE WEEK ★

"IT'S LOVE BABY (24 Hours A Day)" (2:51)

[Excelloree BMI—Jarrett]

"LOOKA HERE" (2:35)

[Jay & Cee BMI—Singleton, McCoy]

THE MIDNIGHTERS
(Federal 12227)



THE MIDNIGHTERS

● The Midnighters come up with

an enthralling cover of a tune making territorial noise and their reading should make it a national hit. "It's Love Baby (24 Hours A Day)" is a middle beat bouncer that the lads chant with telling force. It's a goodie that rocks gently and should make it in strength. The flip, "Looka Here," is a new version of a, by now, familiar item and as usual, the Midnighters bang it out with an infectious quality that will gather sales to it. It is an excellent coupler and the dance happy teeners will bounce merrily to its driving tempo.

IVORY JOE HUNTER (Atlantic 1066)

B+ "HEAVEN CAME DOWN TO EARTH" (2:36) [Progressive BMI—Harris, Hunter] Ivory Joe Hunter's magic knack of turning out melodic pretties is again in evidence on this, his latest dreamy offering. A lovely, easy to absorb lilt that makes solid pop potential.

B "I WANT SOMEBODY" (2:35) [Progressive BMI—Hunter] Hunter rocks on this side and comes up with another strong effort that should rack up sales. Hunter is on the search for romance.

DON JULIAN and The Meadowlarks (Dootone 367)

B+ "ALWAYS AND ALWAYS" (2:37) [Dootsie Williams BMI—Ella Tate] Don Julian and his Meadowlarks melt in velvety fashion on a slow beat blues ballad and the effect is moving. Romantic pretty.

B "I GOT TORE UP" (2:20) [Dootsie Williams BMI—Don Julian] The flip is a quick beat driving item rocked by Don Julian with much appeal. It is a good coupler for the strong side.

THE CHROMATICS (Million 1914)

C+ "TELL A LIE" (2:36) [Teri ASCAP—Greene, Beal] The Chromatics, with Ben Hughes leading vocalist, bounce gaily through sprightly effort with romantic lyrics. Routine.

C+ "DON'T KNOW WHY I CRY" (2:58) [Malabar ASCAP—Ivy] The group works smoothly on a slow beat blues on the flip. Lead does an ok job backed by the Monroe Tucker orchestra on both sides.

LARRY DARNELL (Okeh 7056)

B "MY LOVE FOR YOU" (2:46) [Crestwood BMI—Thomas, Biggs] Larry Darnell rocks effectively through a middle beat effort. Easy projection that comes off ok.

B "FEELIN' MIGHTY SAD AND LOW" (2:45) [Sylvia BMI—Thomas, Biggs] Larry Darnell sings this side in straight pop fashion. His smooth vocaling of the slow pretty soft and pleasurable.

BIG BEN (DeLuxe 2036)

C+ "FIVE FOOT TWO EYES OF BLUE" (2:04) [Feist ASCAP—Lewis, Young, Henderson] The swinging oldie is beat out at a galloping pace by the guitar expert and the 1920 flavor is retained. Cutie that still sounds good.

B "ALABAMA JUBILEE" (2:00) [Remick ASCAP—Yellen, Cobb] The current fast paced cornball pop hit is given the Big Ben treatment. It retains the excitement and should come in for a share of the sales.

DONALD WOODS (Flip 306)

B "DEATH OF AN ANGEL" [Limax BMI—Woods, Woods] Donald Woods, with an assist from an echo chamber wails a haunting slow beat item dramatically effective. It is a dirgelike wax complete with sobs.

C+ "MAN FROM UTOPIA" (2:55) [Limax BMI—Woods, Woods] Woods jumps to offset the depressing effects of the flip. A middle beat bouncer—but it doesn't come off better than fair.

PERCY MAYFIELD (Chess 1599)

B+ "DOUBLE DEALING" (2:20) [Arc BMI—Fratto] Percy Mayfield comes up strong with his first for the new affiliation. He handles a moderate jump side in which he tells of his two timing woman, "he's tired of her double dealing." Ok effort.

B+ "ARE YOU OUT THERE?" (2:29) [Arc BMI—Fratto] Mayfield switches pace on the flip as he mournfully wails a slow tempo, sad item. Moving piece well done. Two strong sides back to back.

SPIRITUALS

BROTHER ISAIAH'S CHURCH OF GOD IN CHRIST CHOIR (Vee-Jay 140)

B+ "THE FOUNTAIN" (2:48) [Conrad BMI] Brother Isaiah's Church of God In Christ Choir, led by the excellent voice of Lorenza Brown, waxes a slow beat inspirational item with stirring results.

C+ "CLIMBING HIGH MOUNTAINS" (2:45) Lead singers on this side are Jerry Jordan and Clara Mae Stevenson. Tempo is rhythmic and bouncing intended to excite the listener. Does not come up to the par of the reverse side.

REV. JAMES LOFTON (Vee-Jay 137)

B "GREAT DAY" Parts 1 and 2 [Conrad BMI—Beatrice Beale] An imposing choir of 250 voices, with solos by Jimmy Mitchell and Mildred Means. A quick beat, syncopated item with thrilling effects. Superb voices and excitement.

THE NIGHTINGALES (Peacock 1749)

B+ "A CHRISTIAN LIFE" (2:15) [Lion BMI—James] The Nightingales wax a dramatic and thrilling side with an exciting lead by Ernest James. Excellent gospel wax.

B "SOMEWHERE TO LAY MY HEAD" (2:41) [Lion BMI—Cheeks] Julian Cheeks leads the Nightingales in a smart rendition of a quick beat bouncing spiritual. Good coupler.

THE CASH BOX

Rhythm
in Blues

BEST BETS

In the opinion of The Cash Box music staff, records listed below, in addition to the "Disk" and "Sleeper" Of The Week, are those most likely to achieve popularity.

- | | | |
|-------------------------------|------------------|---------------|
| ★ "ROCKIN' WITH RED" | Piano Red | Groove 5000 |
| ★ "IN MY NEIGHBORHOOD" | Rollee McGill | Mercury 70652 |
| ★ "HEAVEN CAME DOWN TO EARTH" | Ivory Joe Turner | Atlantic 1066 |
| ★ "DOUBLE DEALING" | Percy Mayfield | Chess 1599 |
| ★ "ARE YOU OUT THERE" | | |

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

THE CASH BOX RHYTHM N' BLUES *Ramblings*

NEW YORK:

Indian Point, New York, saw hundreds of music people flocking all over the play area wearing Kappy Jordan tags Saturday, June 18. Miriam Abramson with her cute little boy headed for the pool. Jocks from all over the country digging into those luscious hot dogs, hamburgers, watermelons and hot corns like there was no tomorrow. Dave Dreyer flipping hamburgers as fast as they could be devoured. Minna taking care of the salad table and Frances Kaye grilling the frankfurters. . . . Don Robey, Peacock and Duke Records, setting up a shot in the arm for his distribs as he releases a package of three "hot" items. The new Johnny Ace release is packaged with The Dixie Humming Birds and The Southern Tones. All three artists have lists of hit releases as long as your arm. . . . Jack Angel, Herald Records, still on the road. Al Silver tells us that "Story Untold" by the Nutmegs, made number four on Al Jarvis' KFWB "pop" list. . . . Lou Krefitz back in town after a long absence. Lou is lining up his second Big Ten Revue. This will be known as the Fall Edition Big Ten Revue. Lined up so far are The Clovers; Bill Doggett; Joe Turner; Charlie & Ray; Gene & Eunice; Bo Diddley; Etta James and her Peaches; The Five Keys; Al Jackson, M. C.; The Drake Trio, dancers; Paul Williams and his 13 piece orchestra. Also under consideration is one of the country's leading female vocalists. Lou is planning a trip to California to set up a week or ten day stay in the sunny state. . . . Count Basie's "Every Day" on Clef showing every indication of becoming a hit record. . . . Atlantic seems set with another Ray Charles smash. His "A Fool For You" and "This Little Girl of Mine" are moving at a terrific pace. . . . Sol Rabinowitz and Lou Sprung, who have turned out some mighty tasty material on Baton claim to have the best yet in their coming release by The Delltones. Group was just signed, cut and the release is ready for immediate issue. . . . Monte Bruce married to Tony Hess last Thursday, June 16.



GENE & EUNICE

tra. Also under consideration is one of the country's leading female vocalists. Lou is planning a trip to California to set up a week or ten day stay in the sunny state. . . . Count Basie's "Every Day" on Clef showing every indication of becoming a hit record. . . . Atlantic seems set with another Ray Charles smash. His "A Fool For You" and "This Little Girl of Mine" are moving at a terrific pace. . . . Sol Rabinowitz and Lou Sprung, who have turned out some mighty tasty material on Baton claim to have the best yet in their coming release by The Delltones. Group was just signed, cut and the release is ready for immediate issue. . . . Monte Bruce married to Tony Hess last Thursday, June 16.

CHICAGO:

Another year gone by . . . and here we are, celebrating the "13th Anniversary" of The Cash Box . . . only twelve months and yet so much has happened. . . . Leonard and Phil Chess of the Chess and Checker labels have made tremendous strides in the past year. Little Walter has had hit after hit, including "My Babe" and now, "Roller Coaster". "Loving You" by Lowell Fulson. The Moonglows' "Most of All" and Bo Diddley's song of the same name, have all registered with the disk buying public. The Moonglows and Bo Diddley were voted as "up and coming" artists in their respective categories by the nation's deejays in The Cash Box Disc Jockey Poll. . . . Paul Glass (Allstate Record Distributing) entered the R & B scene here. Took over distribution of Chess and Checker as well as Atlantic labels. . . . Vee-Jay Records, with "Abner" and Cal Carter at the helm, came thru in their second year with many hits and several new artists. Among these: Jimmy Reed with "You Don't Have To Go". The Spaniels with "Do-Wah". Turk Kincheloe, Billy Boy and the Tommy Dean-Joe Buckner combo have been the nucleus on which Vee-Jay has built their large catalog. . . . "Smitty" at United and States Records has been consistent in producing selling disks in the past year. The Danderliers' "Chop Chop Boom" has been a big hit nationally, while Tab Smith, Memphis Slim, and The Morroccos, have all come through in fine style. . . . The ascendancy of Epic as a top label has made George and Ernie Leaner very happy at United Distributors here. In recent weeks United has taken over the Indianapolis area for Epic distribution. . . . Mahalia Jackson has risen to her rightful place of prominence through her local TV show as well as guest shots on network shows. . . . To these and to all the other friends of The Cash Box who have, in the past twelve months, made R & B a definite part of the American music scene, we can only say "thank you" for having made our "13th Anniversary" the greatest ever.

LOS ANGELES:

Another year. . . . Another great anniversary issue. Many weeks of effort and preparation are bound up in this edition. Hope you like it! . . . We wish to take this opportunity to thank all the wonderful people who have made this issue, and all others during the past year, possible. . . . Las Vegas, Nevada, is becoming one of the top cities to book R & B talent. The lure of big money has attracted some of LA's biggest talent, Oscar McLollie and His Honeyjumpers originally planned to work in Vegas for only a few weeks. They were so successful at The Hotel Riviera that their option was picked up and it now looks like they're set for several months to come. . . . Others who are current—in the Vegas footlights include The Robins, "Wild Bill" Davis, Ann Weldon, The Platters and Honey Lee. . . . "Scat Man" Crothers is now appearing nightly at Hollywood's Cafe Cabraz (formerly The Tailspin) where the masked mystery deejay The Raven also spins platters which are aired over KBLA from 12 'til 2. . . . L. A. could have another hit with "Death Of An Angel" by The Vel-Aires on the Flip label. It's an unusual tune loaded with gimmicks. . . . Ernie Fields' famed orchestra, variety show and revue were on tap at The Five Four Ballroom June 17, 18 & 19. This is the most unusual package ever presented at the 5-4. . . . James Moody did so well during his recent engagement in L. A. that Jimmy Nelson, Five Four Ballroom prexy, has booked him back again for the July 27th week-end. . . . Larry Mead and Michael Gradney of Mambo Records recently previewed their latest wax efforts. The platter that looks the most promising for the diskery is two sides that feature the old standard "Smiles" backed with another old favorite "Blue Moon". The alto sax artistry of Jackie Kelso offers two driving renditions of these oldies.



OSCAR McLOLLIE

HERALDING THE HOTTEST RECORD LABEL IN THE BUSINESS !!!



Faye Adams
**"ANGELS
TELL ME"**
and
"TAG ALONG"
457



The Nutmegs
**"STORY
UNTOLD"**
452



Charlie & Ray
**"DEAREST
ONE"**
454



Miller Sisters
"HIPPEY HA"
b/w
"UNTIL YOU'RE MINE"
455

COMING UP FOR A HIT!
WATCH IT! THE EMBERS
SINGING: "PARADISE
HILL" — #410

Herald

RECORDS

236 W. 55 St., N. Y. 19

CO 5-1789-90

"It's What's in THE CASH BOX That Counts"

Thanks DJ's

for making this record a
NATIONWIDE HIT!!

"THE BANDIT"

TICA
EL REY DEL MAMBO
TICA

220 W. 42d ST.
NEW YORK, N.Y.

by
Eddie Barclay

and his Orchestra

#10-249 (45-249)

*Thanks DJ's for your continued
spins throughout the year.*

Now coming up to the top of the charts—

"MISS PETUNIA"
THE DAY DAWN DUSK TRIO

476

Also coming up fast!

"HONEY FROM THE BEE"

The Larks

475

Thanks also from the complete Apollo roster of artists

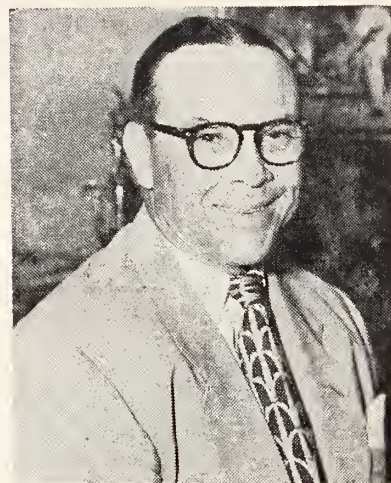
Robert Anderson
Anthony Butler
The Larks
The Casanovas
The Gentlemen
The Dovers
Roberta Martin Singers

Bradford Singers
Bobby Smith
Arnett Cobb
Illinois Jacquet
Georgie Auld
Coleman Hawkins
Sir Charles Thompson
Willis Jackson

APOLLO RECORDS N. Y. CORP.

457 WEST 45th STREET, NEW YORK, N. Y.

The Difference Between The Northern And Southern Spiritual Markets



by **DON ROBEY**

We, at Peacock Records, are very proud of our roster of spiritual artists and we have been fortunate, enough to have enjoyed a number of spiritual hits.

For a long time, we have attempted to solve the problem or answer the question in our minds, "What type spiritual song is more appealing to those in the north compared to the type that appeals to those in the south?" To date, the question is still unanswered, but we have concluded that the geographical position of people does not play too great a part in their likes and dislikes, or what does or does not appeal to them, particularly with reference to spiritual records. This conclusion has been concreted in our minds, due to the reaction shown certain records in various territories. For instance, in 1950, we released "Our Father", an arrangement of The Lord's Prayer, recorded by the Original Five Blind Boys, who are also known as The Jackson Harmonizers. This arrangement was very emotional, featuring a "scream" that made me skeptical about the entire record. I must add, however, that the record was recorded with a drum, which at that time was an entirely new feature in spiritual records. The number really skyrocketed!!! The first real reaction was in New Orleans, which came as no surprise, but the next real reaction came from New York City, then Chicago came in, followed by Los Angeles. Richmond, Vir-

ginia came through about the same time as Los Angeles.

We have released smooth rhythmic tunes, feeling that the northern, eastern or western territories would be more receptive to this type song, but to our amazement, the southern territory accepted them first.

It has been our discovery that the more emotional and rhythmic renditions are accepted in general. As proof, since the release of "Our Father", recorded with the drum, the drum has become a standard instrument in spiritual records, with many other instruments being added to most recordings. "Our Father" was placed on juke boxes in locations where some opinions branded it sacrilegious. The juke box coverage for this record was second to only one spiritual record, "The Milky White Way."

Many songs and record references can be made. For example, "Let's Talk About Jesus" as recorded by The Bells of Joy was a "hit" beyond a doubt, north, east, south, and west. The appeal to children was as great as the appeal to adults. The children were attracted by the chorus, wherein the bass singer came in with "Now let us talk, talk, talk about Jesus."

Thus, our conclusion is, as was previously mentioned, that the geographical position does not play too great a part, but spiritual records must have a good story, a good rhythmic beat and a certain phrase, word or verse (this usually being a mystery) that appeals to THE PEOPLE.

FOR COMPLETE COVERAGE OF THE WEST COAST
... deal with

ALLIED MUSIC SALES CO.

2542 W. Pico Blvd., Los Angeles 6, Calif.

and

ALLIED RECORD DISTRIBUTING CO.

371 - 6th St. San Francisco, Calif.

Congratulations

to

The Cash Box

on your

13th Anniversary

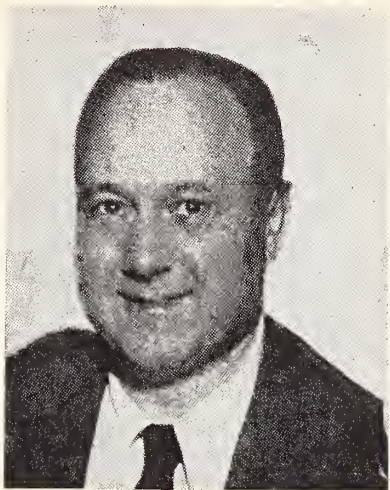
SOUTHLAND DISTRIBUTING CO.

441 EDGEWOOD AVE., S.E., ATLANTA, GEORGIA

Jake Friedman

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

The Importance Of The Independent Manufacturer & Distributor



by IRVING MARCUS

The tremendous reservoir of Rhythm and Blues, Spirituals, Ballads, Progressive, Jazz, Country, Hillbilly and Western music, with all its ramifications, began to assert itself after World War II, until, today, these sources are probably the greatest single influence in our daily American musical diet. The roots of this music and the history of its development has been the subject matter for experts who have done extensive research in the field, and so I'll leave that phase of it alone. However, all these profound authorities, in all their voluminous writings, leave out factors which I believe have had a great influence in exploiting this "new media." I have reference to the important contribution of the Independent Record Manufacturer and Independent Record Distributor. Generally speaking, Independent Phonograph Record Manufacturing Companies are something relatively new. Before World War II, I seriously doubt that there was a

handful; whereas, today, we have hundreds. What brought this about? Well, with the advent of a new era after the War, there sprang up a number of small Independent Record Manufacturers who, in the spirit of American business acumen, saw great possibilities in tapping this reservoir, and with a great trust in the American public, began to manufacture records—records that came from the grass-roots of America.

For years the public accepted the "Fable" that only the few mighty big-name Companies possessed the magic and high technical knowledge that it required to make records. It naturally was to their advantage that the public accept this great, big mystery, but along came a handful of small Independent Pioneers who exploded this "Fable." Naturally, these Independent Manufacturers and their Independent Labels needed market coverage, and so there came into being the Independent Record Distributor. Because of necessity, the majority of these original Independent Record Distributors were also Distributors of Juke-boxes. It was a happy marriage. During the post-War period of shortages, the Juke-box Operators got records and, of course, the small Independent Manufacturer and his Independent Label got the necessary coverage.

Today, the picture is somewhat changed; with the possible exception of a few large Juke-box Distributors, who also distribute records, the large majority of Independent Record Distributors sell only records. Because the Independent Record Distributor handles sometimes as many as 20 or 30 Independent Labels, he is in an excellent position to have a much better feel and knowledge of the market, than is the Big Major Distributor who generally is married to one Label and is, therefore, limited in his ability to supply the continual changing musical tastes. Disc Jockeys around the country, as well as the Juke-box

Operators, were quick to recognize this and, consequently, regardless of their origin, whether they be Rhythm and Blues, Hillbilly or Pop Tunes, eagerly accepted this fresh material and thus, more and more of the hits came from this source—the Independent Manufacturer and Distributor.

My close association with the Record industry, especially in the Rhythm and Blues field, for the past ten years at all levels and in all sections of the country, makes me happy to see that the so-called "Tin Pan Alley" has seen its best days. There was a time when a handful of Publishers and a few large Record Companies had a virtual monopoly. The Publishers and their Song-pluggers actually sold the country on their tunes—or so they thought. What really happened was this: The larger cities, which had organized bands, because of necessity, went along with the Publishers, and these plugged tunes caught on (and in all fairness, some were great ones); but in the rest of the country the folks couldn't get excited about "HELLO BROADWAY" or "EAST SIDE—WEST SIDE", and so, with little fanfare, the rest of the country went on singing "THEIR OWN SONGS." Today, thanks to the Independent Manufacturers, the Independent Record Distributors, the Disc Jockeys, Juke-box Operators, and The Cash Box, the Bible of the Music and Juke-box industry, the whole country has a chance to listen "TO THEIR SONGS." The list of tunes that came from this great reservoir is tremendous, and some good examples are "Near You", "Tennessee Waltz", "You Call Everybody Darling" and, of course, "Pledging My Love", by the late Johnny Ace on Duke Label.

So remember, Independent Distributors, Juke-box Operators, Disc Jockeys and Dealers, in the true spirit of American democracy, REMAIN INDEPENDENT—as Napoleon once said: "Major alliances cause trouble."



BOYD BENNETT

"SEVENTEEN"

"Little Ole U-All"

King 1470

THE MIDNIGHTERS

"HENRY'S GOT FLAT FEET"

"WHATSOEVER YOU DO"

Federal 12224

BONNIE LOU

"DROP ME A LINE"

"Old Faithful And True Love"

King 1476

EARL KING

"DON'T TAKE IT SO HARD"

"Gratefully"

King 4780

EARL BOSTIC

"REMEMBER"

"CHERRY BEAN"

King 4799

DISTRIBUTED BY
King RECORDS

CONGRATS from SAVOY!

The oldest, the best, the leader in R&B Gospel and Pop! We're celebrating our biggest year, too... with more stars, more hits, more winners to come!



JIMMY SCOTT
"Everybody Needs Somebody"
Savoy 1154



THE ROAMERS
"Chop Chop Ching A Ling"
Savoy 1156



LARRY DARNELL
"Who Showed My Baby"
Savoy 1151

NAPPY BROWN

Selected by disc jockeys as the most promising male R & B vocalist of the year.

STILL ON EVERY LIST (Savoy 1155)

"DON'T BE ANGRY"

NEW! Picked by All Trade Mags.

"PIDDILY PATTY PATTY" (Savoy 1162)



LUTHER BOND'S EMERALDS
"It's Written In The Stars"
Savoy 1159



WILBERT HARRISON
"Darling Listen To This Song"
Savoy 1164



THE DREAMS
"I'll Be Faithful"
Savoy 1157

VARETTA DILLARD

The new sweetheart of song who reached stardom with her "Johnny Has Gone".

Newest Hit Sensation!

"YOU'RE THE ANSWER

TO MY PRAYER" (Savoy 1160)



CHUZ ALFRED COMBO
"Buckeye Bounce"
Savoy 1158



THE WARD SINGERS
"When They Crown Him"
Savoy 4066



THE DAVIS SISTERS
"Twelve Gates To The City"
Savoy 4067

SAVOY RECORD COMPANY

Send stamped envelope for our FREE LP and EP catalogue. Check our lists for your best sellers of all time!

58 MARKET ST., NEWARK, N. J.



HAS SOME BIG ONES

COMING UP!

<p>① EDNA b/w SPEEDIN'</p> <p>② ALWAYS and ALWAYS</p> <p>③ TELLER OF FORTUNE</p>	<p>THE MEDALLIONS No. 364</p> <p>THE MEADOWLARKS No. 367</p> <p>THE DOOTONES No. 366</p>
---	--

BEST SELLERS

ROY MILTON	FOOLS ARE SCARCER / I CAN'T GO ON 363
THE PENGUINS	BABY LET'S MAKE LOVE / KISS A FOOL 362
THE MEADOWLARKS	HEAVEN & PARADISE / EMBARRASSING 359
CHUCK HIGGINS & ORK	HERE I'M IS / TONKY HONK 361

NEW INSTRUMENTAL HITS

LORENZO HOLDEN TRIO	BACKSTAGE / EARTH ANGEL 358
---------------------	---------------------------------------

BEST SELLING EP ALBUMS

THE PENGUINS #101	EARTH ANGEL • AIN'T GONNA CRY • LOVE MAKES YOUR MIND WILD • BABY, LET'S MAKE LOVE
THE MEDALLIONS #202	BUICK 59 • COUPE DEVILLE BABY • THE LETTER • SPEEDIN'

STEADY SELLER

THE MEDALLIONS	BUICK 59 / THE LETTER 347
----------------	-------------------------------------



9512 S. Central Ave., Los Angeles, Calif.

Rhythm Is Different From Blues



by SYDNEY NATHAN

In speaking of Rhythm and Blues I cannot speak of both in the same breath, because to me rhythm comes under one category and blues, as we refer to it, comes under a completely different category. In the realm of music there is nothing much about rhythm, or the word rhythm—we have had rhythm since the inception of music. However, most A&R men who record colored artists, and the colored

artists themselves, have prominently planted in their mind the word "BEAT."

The writers of rhythm music have made themselves, because of necessity to write songs with more meaning to the lyrics, mainly the wild, strong, rhythmic patterns. Also the pop field, which is ever searching for new approaches, has, after hearing some of the most recent writings, found a very thin line between the compositions as written for the colored market and what the teenagers have wanted to hear. However, we who have been doing this type of material for 8 or 10 years realize that the pop market can only consume so much of it as a trend, or fad, and it is short lived.

I for one have always recorded rhythm tunes aimed primarily at the colored market, keeping in the back of my mind the thought that added sales do come from pop if it is to their liking.

Now we come to the other segment of rhythm and blues and that is the blues field as I know it. I think I can sum it up as describing it as country blues, the heart-felt warmth of the deep south put into song. This to me is an entirely different field and it is not unlikely that with the geniuses we have doing modern day arrangements of songs that they will soon drop into this category for future potential material.

Dr. Jive At The Apollo



NEW YORK—The ever increasing pulling power of local disk jockeys was once again in evidence as Tommy (Dr. Jive) Smalls, WWRL—Woodside, L. I., continued to draw standing room crowds six times daily at New York's Apollo Theatre.

Smalls, surrounding himself with a star studded record talent roster, once again proved his popularity with the listening audience. The opening show on Friday morning (6/10) found the crowds lined up in double columns around the block. Similar demonstrations took place at most of the other shows throughout the week.

In discussing the attending crowds, Jack Schiffman, son of Frank Schiffman, owner of the Apollo Theatre, said, "Everyone connected with the show is well pleased with the results and we definitely would not hesitate to book Tommy Smalls back in the very near future".

Dr. Jive's imposing roster was composed of Buddy Johnson, The Moon-glows, Gene and Eunice, The Nutmegs, Bo Diddley, Charley & Ray, the Four Fellows, Ella Johnson, Nolan Lewis, Dolores Ware and Etta Jones. Tho all were well received by enthusiastic audiences, the obvious favorites were Buddy Johnson, Bo Diddley, The Moonglows and Charlie and Ray.

Shown above, top picture, are the crowds lined up in the street as they wait their chance to purchase tickets. Below, Tommy Smalls is seen leaving the theatre as his enthusiastic followers crowd around.

Best wishes to the entire staff of The Cash Box on their 13th Anniversary.

... From the West's outstanding independent distributor.

Jim Warren

CENTRAL RECORD SALES COMPANY

2104 W. Washington Blvd.

Los Angeles, Calif.

"I WANT TO LIVE"

b/w

"He's The Same Jesus"
IMPERIAL GOSPEL SINGERS
TUXEDO # 902

TUXEDO RECORDS
132 NASSAU ST., N. Y. 38, N. Y.

THANKS . . .

**DJ'S—OPERATORS—
MANUFACTURERS**

. . . and everyone who has helped us during the past year, OUR BEST YET.

Sid Talmadge—Bob Field
"Brownie" Bronstein—Joe Rosenfeld
**RECORD MERCHANDISING
COMPANY**
2580 W. PICO BLVD., LOS ANGELES 6, CALIF.

Sound Business Methods Minimize The Risk



by **AL SILVER** and **JACK ANGEL**

A continuous search for talent and material; an efficient relationship with our pressing firms and a general flexibility which allows us to adapt to shifting trends in public demand are important clues to the success of Herald Records.

It would certainly be over-simplification to conclude that this success could be adequately characterized by so few methods and procedures. However, these factors, and the various ramifications of them, have given a great strength to the Herald label.

From the beginning of the firm, effort expended for the discovery and development of talent and material has seemed to some observers perhaps disproportionate. To us, this aspect of the business was not only of the utmost importance in terms of practicality; it was also the source of the real romance and excitement of making records. In the course of our personal activities in this direction, we had the good fortune to acquire some unpaid talent scouts—deejays, nitery owners, our elevator operator—who aimed in the direction of promising people. Just such a source, in fact, led us to Charlie and Ray, then Apollo Theater amateur night winners, now producers of the hits "I Love You Madly" and "Dearest One".

We decided very early in the game that our artists and our firm needed protection from the quick coverage of material by more established firms and artists. It seemed to us that the best insurance was an efficient relationship with our pressing plants. None of Herald's 38 distributors is more than 24 hours away from a supply of any record in the line he wants. Our artists have often been covered but they haven't yet been snowed un-

der because our pressing plant-distributor set-up gives their efforts a chance.

The first record produced by Herald taught this firm's management the third of the important procedures which provide the framework for the company's operation. We made a tune called "Paradise Hill" which had everything but the current pulse of the buying public. Currently, that tune is in the mood of the day and it is selling with a vigor which would have been beyond our greatest hopes the first time we released it. "This record company is never going to be so grooved that we can't spin in a new direction when the needle sticks," we said.

Today no Herald artist is one-dimensional. Today our entire operation can pivot on the vagaries of illusive public tastes. Our Faye Adams, for two years THE solid favorite rhythm and blues vocalist, is singing "Angels Tell Me" and we are seeing how well a flexible operation can work for we can supply the overwhelming "pop" demands for her disc through our regular sources.

We don't deny the element of chance in establishing a record firm—in fact, we don't even deny the element of chance in living.

However, our experience has given us the conviction that sound business methods, respect for the fact that the people who produce for us are artists, and a strong yen for the satisfactions beyond the economic gratifications (which we like, too) are matters which minimize the risk.

We expect to be making records for a long time. We hope it will be as much fun the rest of the way as it has been so far.

Rhythm And Blues Has Definitely Not Hit The Skids



by **VIVIAN CARTER**

Has R&B hit the skids? My answer is a definite "No". In spite of the propaganda to the contrary. One only has to glance at the Hit Parade and you'll find it infested with tunes of R&B origin.

Being a record manufacturer of a small label, we found that that we could sell R&B tunes with consistency, thus enabling us to continue in business.

The growth of the R&B field can be attributed to these factors. 1. The advent of television. When television hit the scene your large advertisers flocked to the new medium, leaving radio stations with time sustaining. 2. The local disc jockey. Radio stations found that the local R&B disc jockey was able to go into the community & sell that sustaining time to local advertisers, thus enabling R&B tunes to be heard. The disc jockey & radio stations encountered much opposition from the very start. The intellectuals immediately voiced disapproval of such music being aired. But the radio station & disc jockey soon learned that it was not the intellectuals who shopped in the bargain basements. The results... more R&B. 3. The splendid editorials by The Cash Box, which spotlighted R&B tunes in its Hot Charts and alerted the distributors, juke box operators, and disc jockeys about tunes coming up in the trade.

We of Vee-Jay Records would like to pay tribute to The Cash Box on its 13th Anniversary by dedicating our latest release entitled "The Cash Box" Vee-Jay 143, by Turk Kincheloos, for the part they've played in the growth of R&B. Happy Anniversary Cash Box!

The Formula For Success

by **FRED MENDELSON**

It has been my observation in the many years I have spent in the record industry that there is no set formula or successful pattern to follow in creating hit records. I believe the fact that the country is "going for quartets" or "girl vocalists don't sell" or "you must have a certain beat." The facts disprove all these and other theories. The hit charts always have and always will show an equal amount of girls, boys, groups, etc. with hit records. Therefore, it has been my practice here, at Savoy, to select vocal stylists, individual and unusual material, orchestral arrangements that have a different sound, to give each record a good amount of exposure and then ask the blessings of the

Lord. These are the prime ingredients to make a hit record. The same ingredients probably are used by every record manufacturer with and without success.

Now, why doesn't every record released become a smash hit? The answer lies with the public, who is the final judge. I have always tried to create records that I would be proud to present to the record buying public. I insist upon and have always had lyrics that are in no way objectionable. When my records are finally released, I can and do feel proud. As I previously said, "Not every record is a hit but at least I make an honest attempt and the past performances bear out my judgment."

MY, BUT THE BABY
IS GROWING!!!!



"A THOUSAND STARS"

(The Rivileers #200)

"FOR SENTIMENTAL REASONS"

(The Rivileers #207)

"LONELY NIGHTS"

Still Selling Big (The Hearts #208)

"ALL MY LOVE BELONGS TO YOU"

Current Smash Hit (The Hearts #211)

**First
Package
Goods
Release**

"ROCK 'N ROLL"
Instrumentals For Dancing"

12" LP BL 1201
7" EP BE 7001
BE 7002

Thanks
disk jockeys

Sol Rabinowitz
Lou Sprung

Baton

108 W. 44th St.,
N. Y. C.

The Record Business



by HERMAN LUBINSKY

I have been a pioneer in an industry that has had its ups and downs since the early twenties. When I first got my feet in, there were 3 majors and one or two indies, but things have changed since mother was a girl. We've seen the advent of many labels and I've seen 'em go as fast as they came, and I've seen greedy distributors burnt with returns and still they come. Our industry has seen many revolutionary changes—the LP, the 45 and now what's next.

We don't mind the multiplicity of labels but we are concerned with the unethical conduct of some manufacturers who sell from their car for cash and undersell the legitimate manufacturer, who pays Federal tax, composers' and artists' royalties. We can stand up against legit competition but no legit manufacturer can fight an illegitimate handicap. But it's a long alley that doesn't have an

ash can and there's always a judgment day. Uncle Sam is not blind.

The roster of good distributors is getting like the list of living Civil War veterans. We've become bankers in addition to manufacturers.

It's been said that there's nothing wrong with the record business that a good hit won't cure—that's a great comfortable slogan but it doesn't make people go into the record stores to buy records when a lot of Dee Jay's have appointed themselves judge, jury and executive in one breath and, with the other hand, they play so-called pop tunes with smutty lyrics in a sophisticated manner, and then they have the brass to yell "cop" on the first smell of an R & B record before they've heard it. Could it be that these boys haven't heard the quotation "Let him cast the first stone."

We've set a pattern at Savoy for clean, good recordings—all recorded at Hi Fi and, despite our advancing years we're still fighting to drive the money lenders from the temple, and make this a clean business where merit wins, not prices—nor pieces of eight or cute acts of chicanery.

We've developed a large and healthy foreign business on our packaged goods and the Savoy products are sold in all 4 corners of the globe except the Iron and Bamboo Curtain countries and we're growing and expanding at a normal and healthy pace.

Our distributors are all happy and are making money with one or two exceptions. For those who can't pay their bills, we're billing them at half a price so when they go broke we won't lose so much money. Plumbers and brick layers are all organized in their own industry but the record business will always be in a state of confusion until the people in it first educate themselves and their distributors and dealers on a commonsense and ethical basis.

CONGRATULATIONS CASH BOX ON YOUR 13th ANNIVERSARY FROM

JIMMY REED
TOMMY DEAN
JOE BUCKNER
THE ELDORADOS
AL SMITH
MORRIS PEJOE
JULIAN DASH
DAVE SHIPP
HAZEL McCULLUM

THE SPANIELS
BILLY BOY
L. C. MCKINLEY
BIG JAY McNEELY
FIVE ECHOS
THE RHYTHM ACES
TURK KINCHELOE
EARL PHILLIPS
KING KOLAX

AND

THE LOCKHART SINGERS
RASBERRY SINGERS
BOYER BROTHERS
HOLY GOSPEL SINGERS
THE HIGHWAY Q-Cs

MACEO WOODS SINGERS
SAMMY LEWIS
REV. LOFTON'S CHOIR
BRO. ISAIAH'S CHOIR
THE DUNCANAIREs

TRUE LIGHT CHOIR

AND

THE ENTIRE OFFICE STAFF OF

Vee-Jay RECORDS, INC.

4747 COTTAGE GROVE AVE.

CHICAGO 15, ILLINOIS

Thru All Its Phases R & B Has A Beat

by BOB ELLIS

Dixieland, Jazz, Swing, Rhythm and Blues or Rock and Roll could all be summed up as each stemming from the same musical tree. Each different phase of our various musical eras had a "beat" and "rhythm" that can be traced back to the original African native rhythms.

Rock and Roll, perhaps, is the closest that John Q. Public has ever gotten to the real basic "rhythm" and "beat."

In the early days of the phonograph industry almost every colored artist was relegated to the various companies' "Race" catalogue, where comparatively few of this particular type of recording ever reached the popular buyers hands.

There was always a great amount of talent in these so-called "Race" catalogues. A few were fortunate enough to beat the barrier and become accepted by the general public. Artists such as Louis Armstrong, Andy Kirk, Fats Waller, Count Basie, Fletcher Henderson, McKinney's Cotton Pickers and Jimmy Yancey were hailed as among the greatest jazz musicians that had come along. But there was still a wealth of talent left that did not get the opportunity to have their recordings placed before the public. Among them Bessie Smith, Big Bill, Jazz Gillum, Ma Rainey, Georgia White, Tampa Red, Lonnie Johnson, all great exponents of this particular type of music.

Ever since World War II, there has been a strong trend toward music with a "beat", so much so that "Race" was dropped and all recording companies re-named their catalogs "Rhythm and Blues." New artists arrived on the scene, with the added incentive that their music would reach the popular buyers. With the lifting of this suppression of talent, the public was given a new and fresh form of music. And they loved it. Louis Jordan, Earl Bostic, Billy Eckstine, Ella Fitzgerald, Bull Moose Jackson and Roy Milton were among the early favorites and still remain tops with their many fans.

Early in 1951, another phase of the Rhythm and Blues field evolved. A young, new vocal quartet recorded a tune called "Sixty Minute Man." Vocal quartets were not new but this R&B type caught the public's fancy. The younger generation picked it up and the Rhythm and Blues vocal group craze was on. Billy Ward and His Dominoes, The Midnighters, The Clovers, The Charms, the "5" Royales and many others, All top acts and all with tremendous hits under their belts.

What the trend will be next, no one knows, but you can be sure it will retain the "beat" that has lasted from the first native African music brought to this country.



- 1 **AIN'T IT A SHAME**
Fats Domino (Imperial 5348)
- 2 **UNCHAINED MELODY**
Al Hibbler (Decca 29441)
Roy Hamilton (Epic 9102)
- 3 **BO DIDDLEY**
Bo Diddley (Checker 814)
- 4 **AS LONG AS I'M MOVING**
Ruth Brown (Atlantic 1059)
- 5 **STORY UNTOLD**
Nutmegs (Herald 452)
- 6 **DON'T BE ANGRY**
Nappy Brown (Savoy 1155)
- 7 **WHAT'CHA GONNA DO**
Clyde McPhatter & The Drifters (Atlantic 1055)
- 8 **A FOOL FOR YOU**
Ray Charles (Atlantic 1063)
- 9 **THIS IS MY STORY**
Gene & Eunice (Aladdin 3282)
- 10 **MY BABE**
Little Walter (Checker 811)
- 11 **BOP TING-A-LING**
Lavern Baker (Atlantic 1057)
- 12 **THE DOOR IS STILL OPEN**
Cardinals (Atlantic 1054)
- 13 **ROLLIN' STONE**
Marigolds (Excella 2057)
- 14 **I CAN SEE EVERYBODY'S BABY**
Ruth Brown (Atlantic 1059)
- 15 **IT'S MY LIFE, BABY**
Bobby Blue Bland (Duke 141)

**NEW
RHYTHM & BLUES STAR**

"NO! NO! BABY"
b/w
"HE'S MINE"
2001
SOME TERRITORIES AVAILABLE

CARMEN DAVIS

WRITE WIRE

E. A. MIDDLETON, 2503 2nd Ave.
LOS ANGELES 18, CALIF.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

THESE RECORDS
WILL TURN TO...

CASH

CASH RECORDS ARE HOT!

THE ORIGINAL
"TWO THINGS I LOVE"
THE VOICES
b/w "Why"

CURRENT BIG HIT! — "SAID YOU HAD A WOMAN" by Geneva Vallier
Cash # 1011

"PINEY'S BOOGIE WOOGIE" by Honey Lee b/w "Angel Cake"
Cash # 1009
DJ's Pick Your Show Up—Write for free samples on station letterhead.

DISTRIBUTORS ATTENTION!
SOME CHOICE TERRITORIES ARE STILL
OPEN
WRITE — WIRE — PHONE
— AT ONCE —

CASH

RECORD SALES

2610 So. Crenshaw Blvd.
Phone RE. 4-3074
Los Angeles 16, Calif.
Reference Bank of America

Rhythm & Blues Is Here To Stay



by RAY CLARK

Rhythm and Blues—unlike the Be-Bop and a fad in hats—is here to stay. In fact, it's a musical mood that's as old as our American Heritage in music, a mood that will live forever.

Rhythm and Blues goes in trends, and the most recent one, of course, is Rock and Roll. This trend in musical taste is basically music with a strong beat. It caught the ear of the young set by way of the air lanes. At first it was provided by only a few of the nation's top disc jockeys. Now it is programmed by many deejays throughout the country. Rock and Roll music has done much to focus attention on Rhythm and Blues and has been a potent influence with the buying public in the popularity of all single records in recent months.

Basic and extremely important in Rhythm and Blues music are the recordings often referred to as "Down home blues." Heart songs that tell a story and folklore alike fall in this category. Some of these songs are sectional while others have universal appeal. In any event, this type of music makes up the backbone of a Rhythm and Blues catalog.

When RCA Victor decided in January of 1955 that its Groove label would be dedicated to Rhythm and Blues, we acted in the firm knowledge that our R and B program must be long range because it potentially represents a sizable percentage of the overall record market. We also entered the program with one major axiom: That our Rhythm and Blues lyrics would be screened meticulously so they always would be in good taste.

Then came the question as to the type of material we preferred. Material, in my opinion, is the most important element in a hit. Artist interpretation of the song ranks next. Where an artist has a flair for writing, the material performed by the artist who has written it is most effective. The advantage of the dual artist-composer role is apparent. Certainly no one could interpret an original work by a competent artist better than the artist himself.

R & B is the kind of music that has to be discovered. Some of it is uncovered at the publishers. But many, many fine works have never reached this source and you have to go in search for the material. You've got to travel—to New Orleans-Chicago-Memphis—wherever you hear or might feel that good artists and material are available. This we have done and will continue to do.

Many artists have yet to perform before sizable live audiences or in metropolitan recording studios. If the artist feels he will be more at ease recording on his own home grounds, this should be done. With seasoned performers this poses no problem.

By sticking pretty much to the formula I have outlined, Groove is building a basic R & B catalog that we think will be strong for years to come. It already includes such top performers as Piano Red, the Du Droppers, Chris Powell and the Blue Flames and a dozen others. That is why RCA expects to maintain the same position in the R & B field as it does in Classical, Pop, Jazz and Country and Western.

Party



NEW YORK—The Cafe La Mere hosted a cocktail party in honor of Martin Roman, writer, pianist and King recording artist on Wednesday June 2. Roman returned to the room after a year at the Thunderbird in Las Vegas. Among the guests at the party were Rocky Graziano, Henny Youngman, Betty Kean, Phil Foster, Lew Parker and Paul Barry of Weiss & Barry.

NEW RELEASE!

"BABY, I'M FOOL PROOF"

(Vocal by: Good Rockin' Sam)

b/w

"THING-A-MA-JIG"

(Instrumental)

KID KING'S COMBO

EXCELLO 2059

BREAKING FOR THE NATION'S
NEXT No. 1 HIT—POP & R+B

"ROLLIN' STONE"

by

THE MARIGOLDS

EXCELLO 2057

HEADED FOR THE TOP!

"IT'S LOVE BABY"

(Vocal by: Earl Gaines)

LOUIS BROOKS and his HI-TOPPERS

EXCELLO 2056

COMING UP FAST!

"HONEY BABE"

by

ARTHUR GUNTHER

EXCELLO 2058

TWO TOP SPIRITUAL GROUPS!

"JESUS NEVER FAILS ME"

b/w

"I'LL BE ALRIGHT" ANGELIC GOSPEL SINGERS

NASHBORO 558

"DOWN AT THE CROSS"

b/w

"JUST LIKE JESUS DID"

GOLDEN TRUMPETS

NASHBORO 557

Western Trade Order From Monarch in L. A.

WRITE — WIRE — PHONE

NASHBORO RECORD CO., INC.

177 3rd AVENUE N.

NASHVILLE

TENNESSEE

Phone (42-2215)

"It's What's in THE CASH BOX That Counts"

Coming Up In R & B

Listed Alphabetically

DIDDLEY DADDY*Bo Diddley*

(Checker 819)

Atlanta, Chicago, Cleveland, Jackson (Tenn.),
Los Angeles, Meridian, Nashville, New Orleans,
New York, St. Louis, Sacramento**EVERY DAY***Count Basie*

(Clef 89149)

Chicago, Cleveland, New York, Philadelphia,
St. Louis, San Francisco**THOSE "CHOP CHOP
BOOM" BOYS****The
DANDERLIERS**

WITH

TWO NEW HITS!**"SHU-WOP"**

and

**"MY LOVING
PARTNER"**

(STATES 150)

GREAT ONES GOING!

MEMPHIS SLIM

"SHE'S ALRIGHT"

B/W

"TWO OF A KIND"

U-189

TAB SMITH

"FOR ONLY YOU"

B/W

"TOP 'N' BOTTOM"

U-190

BIG NEW RELEASE

JAMES BANISTER

"GOLD DIGGER"**"BLUES & TROUBLE"**

(STATES 141)

**UNITED & STATES
RECORDS**5052 COTTAGE GROVE AVE.
CHICAGO 15, ILL.**Spiritual And Gospel Records
Are A Standard Catalogue Item**by **BESS BERMAN**

The spiritual and gospel phase of the recording industry has always been one of the most stable. A good Spiritual catalog is a very valuable asset to any recording company. There is a continuous demand, year in and year out for every good spiritual and gospel record released. They become standards and sell practically forever.

Once an artist becomes established in the spiritual and gospel field, his fame lasts as long as he continues recording what the public wants to hear. A new artist finds it extremely difficult to break through, since the spiritual buying public will keep asking for new recordings by the established artists. Any new spiritual artist, searching for recognition, must give an outstanding performance and present terrific material and arrangements. Run of the mill artists and material just won't get through today.

In the past year or so, the demand for spiritual records has spread to markets never before reached. This has been due in part, to the flood of spiritual type popular ballads and the spiritual feeling injected into ballads that lend themselves to this type of treatment. Apparently, the buying public has decided to find out about the real thing after listening to interpretations of this type of music.

The furthering of demand for spiritual and gospel music helps to give a lift to religious beliefs of all faiths, by making the listener more conscious of the church. It seems to have an exalting effect upon the individual. I have heard people, upon listening to a moving spiritual, remark that it gave them a 'Churchy' feeling. For this reason, we, at Apollo, fervently hope that the demand will continue to spread wider and ever wider into the other markets.

Book Review**"Hear Me Talkin' To Ya"**by **NAT SHAPIRO and NAT HENTOFF**

NEW YORK—Many books on the subject of jazz have been written and the problem for current and future authors remains—how to present the same facts differently.

In the main, for those who have read some of Messrs. Shapiro and Hentoff predecessors' works, most of the anecdotes told are familiar. Many of the stories are reprints from the files of the jazz trade papers, jazz magazines and previously written books. Some of what is told in the book is new, tho for the great part it is the manner of presentation that is different. By collating various comments by the subjects themselves the book has the effect of one person telling the story. In fact, if we read without paying particular attention to just who is talking, we often lose sight of the change of characters, and we must return to the bold black type to find out

just who is the current commentator. However, these are minor irritations. The book stands up from a viewpoint of clarity, interest, full coverage of the jazz story, and a precise, in-fact presentation.

It is a colorful book told in the kaleidoscopic language of the Kid Ory's and the Louis Armstrongs. The names, too numerous to mention without slighting someone, run the gamut of jazz names from the earliest 1900's right to the present. Nat Shapiro and Nat Hentoff guide us through Storyville, Dixieland and Chicago, the Harlem phase, and modern music. Also included is a selected list of long playing records covering each of the periods.

In the final analysis the book will wear well, tho both the initiate and the jazz authority will find flaws that will disturb tranquil reading.

**Jim Ameche Starts
Taped R & B Show
On WNJR**

NEWARK, N. J.—WNJR announces the signing of Jim Ameche for a tape recorded rhythm and blues show on this station. The hour long program from 7 to 8 P. M. nightly, Monday through Saturday, will be called 'The Jim Ameche Show'.

Jim Ameche is currently on KLAC, Hollywood with an afternoon show. His success there and his high rating suggested to WNJR the probability of a successful show in the New York and New Jersey area.

The Jim Ameche Show will be an hour of rhythm and blues music. This is the newest in the taped show series featured on WNJR. Station now has the Zenas "Daddy" Sears Show from Atlanta, Ga. for 2½ hours daily and the Hunter Hancock Show for 2 hours daily from Hollywood.

WNJR's policy has been to bring some of the top disk jockeys in the country to the station to strengthen their air personality roster in the rhythm and blues field. Also, recently acquired as staff announcer is Pat Connell, well known announcer on the National Negro Network's "Ruby Valentine" Show.

Jim Ameche entered radio nationally as the lead in "Jack Armstrong, the All-American Boy" and in the same year began to play the romantic lead in the "Grand Hotel" series. From 1938 to 1941, Jim co-starred with Gale Page on "Hollywood Playhouse."

In 1941, Jim returned to New York to announce the daytime serial "Big Sister" and during the years played in such productions as "Phillip Morris Playhouse", "Manhattan at Midnight", "Hollywood Open House", "Broadway Matinee", etc.

Jim was associated with the "Welcome Travelers" program for 3 years followed by his activities as Disk Jockey on WJJD, Chicago for several years. While at WJJD, his disk jockey show was one of the highest rated shows in the area.

All together, Jim has participated in over 25,000 radio and television shows during the past 24 years. For the past few years, the Jim Ameche Show on KLAC has enjoyed high ratings and he is now one of the most familiar personalities in radio and TV in Los Angeles.

Jim intends to remain in California. His show for WNJR will be tape recorded as a unit to include the music, commercials and chatter. Jim will remain on KLAC with his regular show.

Gettin' Hot All Over!**"ANGEL IN
MY LIFE"
THE JEWELS**

IMPERIAL # 5351

Imperial Records

Bethlehem Records Sets World Wide Distribution Through London Records

NEW YORK—Gus Wildi, President of Bethlehem Records, announced that an agreement has recently been finalized between the label and London Records Inc. for the distribution of Bethlehem Records throughout the world excepting the territories of Canada, Mexico, the United States and its possessions. The agreement takes effect June 1.

The recordings will be released under the "London American Recording" series in England and its subsidiary distribution companies throughout the globe and all labels will specify, "Recorded by Bethlehem

Records." An unusual aspect of the agreement was London's request and Bethlehem's permission to use the original cover designs produced here in the United States by Bethlehem.

The agreement now gives Bethlehem Records, which has been producing Long Plays and Extended Plays almost exclusively for just less than one year, one of the widest distributions of any independent record company. It also gives all of the new artists which Bethlehem is developing an early opportunity to be heard throughout the world.

Jivedom's "Greats" On "Wide Wide World"

NEW YORK—"Wide Wide World" is gonna jump with Jivedom's "greats" come Monday night. That's because a segment of this new form of NBC-TV Spectacular (8-9:30 p.m., EDT, Monday June 27) will be devoted to the indigenous American music known as jazz.

And the jazz, appropriately enough, will come live from the nation's capital. (A jazz portion on "Wide Wide World" previously announced as coming from New Orleans has been cancelled).

"Wide Wide World's" cameras will take viewers of Canada, the United States and Mexico to the Carter Barron Amphitheatre on the wooded hillside of Rock Creek Park in Washington, D. C., for a jam session with the greats of the jive world.

Here are some of the names: Louis "Satchmo" Armstrong and his All Stars, Woody Herman, Muggsy Spanier, The Sauter-Finegan Orchestra, Bobby Hackett and Trummy Young.

There'll be a singer, Velma Middleton, with such ballads as, "Nobody Loves a Fat Woman But Oh, How a Fat Woman Can Love!"

The Washington jazz segment is just one of many that 40 NBC television cameras will pick up live all over North America. There'll be a bullfight in Mexico, the Shakespeare Festival (at Stratford, Ont., Canada), Guy Lombardo's water spectacle, "Arabian Nights" (at Jones Beach, Long Island, N. Y.), and skiing at Mount Hood, Ore.

One of the most dramatic elements of "Wide Wide World" will be its prologue when, through the use of the "slow switch" device, the experience of travelling across the United States in slightly more than four minutes will be created. Viewers will go from Times Square to Chicago, to Des Moines, to Denver, to Salt Lake City, to San Francisco, to San Diego, and back to New York.

"Wide Wide World" is being produced by Fred Rickey. NBC Special Events Director Barry Wood is executive producer.

"Summertime"



NEW YORK—Mrs. Lou Levy, Rossano Brazzi, Mrs. Sammy Kahn and Lou Levy stop to chat about the new flicker "Summertime" in which Brazzi is co-starred with Katherine Hepburn. Mrs. Sammy Kahn's husband wrote the lyrics to "Three Coins In The Fountain", the Academy Award title tune of the pic in which Brazzi was also starred. "Summertime" is the film version of the Broadway hit play "Time Of The Cuckoo".

One Stop Specialists of Rhythm & Blues Records

ROCK N'ROLL PARADE

Complete selection of R&B and Spiritual Records

ROCK N' ROLL PARADE

FAR ROCKAWAY, N. Y.
(phone FA 7-6659)

Send for FREE Pictures
and FREE Catalogue

**NEWS that's UP-TO-THE-MINUTE
REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS,
ARTISTS and PUBLISHERS**

Every Week In

THE CASH BOX

ALL FOR ONLY **\$15. PER YEAR**

(52 ISSUES)

THE CASH BOX
26 West 47th Street
New York 36, N. Y.

Please enter our subscription for 1 year (52 issues) at \$15. Enclosed Our
Check ☐ Please Send Us A Bill ☐

FIRM NAME

ADDRESS

CITY ZONE STATE

Individual's Name

4 Great New Releases!

"LAST SUPPER"

THE TRUMPETEERS

505

"I'VE GOT A SAVIOR"

THE SOUTHERNTONES

508

**"BLUES IN THE
CLOSET"**

THE TRI-TONES

126

"FILATONE MAMBO"

THE FIL-A-TONES

128

GRAND RECORD CO.

4095 Lancaster Ave., 1674 Broadway,
Philadelphia, Pa. New York, N. Y.

Over A Million



NEW YORK—Milton Berle presents Perez Prado with a gold record, symbolic award to artists when one of their records tops the million mark in sales. Prado's RCA Victor recording of "Cherry Pink and Apple Blossom White" now has sold considerably more than 1,000,000. He and his band were guests on Berle's network television show.

"It's What's in THE CASH BOX That Counts"

COUNTRY WINNERS OF "THE CASH BOX" DISK JOCKEY POLL

MOST PROGRAMMED RECORD



"I DON'T HURT
ANYMORE"

★
HANK SNOW
★
RCA VICTOR
★
RUMBALERO
MUSIC

MOST PROGRAMMED FEMALE VOCALIST



KITTY WELLS

★
DECCA

MOST PROGRAMMED MALE VOCALIST



WEBB PIERCE

★
DECCA

MOST PROGRAMMED VOCAL GROUP



JOHNNIE
&
JACK

★
RCA VICTOR

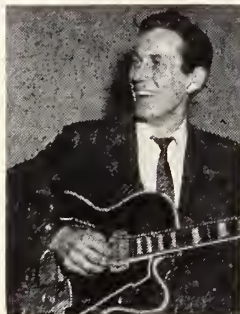
MOST PROGRAMMED DANCE BAND



HANK
THOMPSON'S
BRAZOS
VALLEY BOYS

★
CAPITOL

MOST PROGRAMMED INSTRUMENTAL ARTIST



CHET ATKINS

★
RCA VICTOR

MOST PROGRAMMED SACRED SINGER



MARTHA
CARSON

★
CAPITOL

UP AND COMING FEMALE VOCALIST



RITA ROBBINS

★
RCA VICTOR

UP AND COMING MALE VOCALIST



ELVIS PRESLEY

★
SUN

UP & COMING VOCAL GROUP



'NITA,
RITA
&
RUBY
★
RCA
VICTOR

UP & COMING DANCE BAND



RAY
PRICE'S
CHEROKEE
COWBOYS

★
COLUMBIA

UP & COMING INSTRUMENTALIST



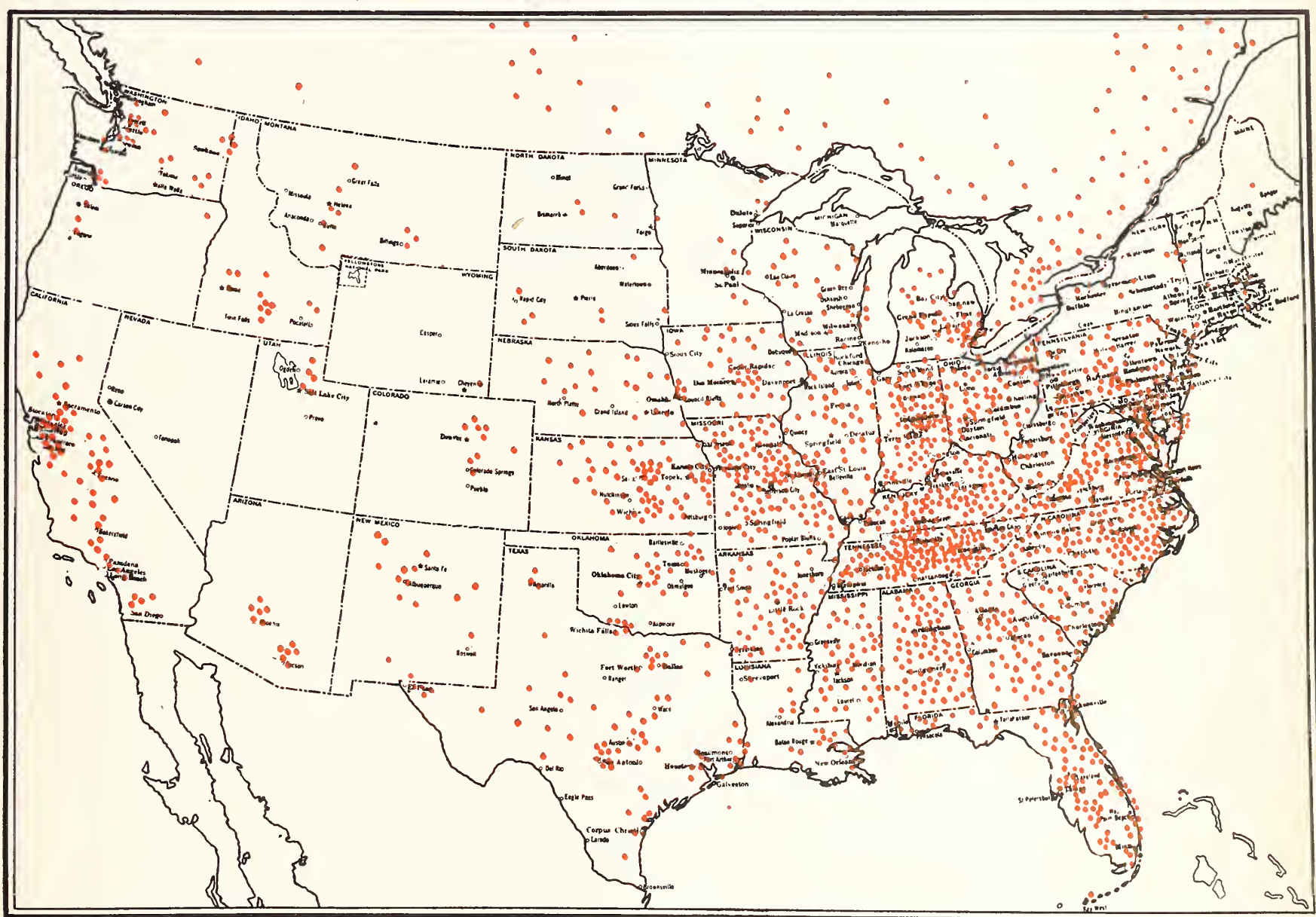
BUD
ISAACS
★
RCA
VICTOR

UP & COMING SACRED SINGER



T. TOMMY
AND
CHANTERS
★
MERCURY

These Grand Ole Opry Stars . . .



Broke Roadshow Records in 1954!

WSM's Grand Ole Opry talent groups logged more than 3,000,000 miles for personal appearance tours. (An individual mileage figure would total approximately six times as much.) They put on 2,554 shows (spotted on above map) for 7,662,000 country music fans. (And between shows they sold more than half of all the country music records sold in 1954.)

WSM

Artists' Service Bureau

Jim Denny, Manager
Nashville, Tennessee

#1 QUEEN OF AMERICA'S
FOLK SINGERS...

**it's
all**



Latest DECCA Release

**"THERE'S POISON
IN YOUR HEART"
b/w
"I'M SO IN LOVE
WITH YOU"**

**DECCA
RECORDS**

Decca 29577; 9-29577

Dear Dee-jays:

Thank you.....
thank you very much for
your many votes.....
"MOST PROGRAMMED FEMALE
VOCALIST."

Sincerely,

Kitty Wells

Best Wishes and
Anniversary Greetings to
THE CASH BOX

Exclusive Management
FRANKIE MORE
631 Murfreesboro Rd.
Nashville, Tenn.
Phone 6-2215



Happy
Anniversary
Greetings
to the
Cash Box

*Thanks
Disk Jockeys*

FOR VOTING US
"THE MOST PROGRAMMED
VOCAL GROUP"
We're Very Grateful

THE CASH BOX
BULLSEYE OF THE WEEK

Johnnie & Jack

"NO ONE, DEAR, BUT YOU"

**"WE LIVE IN TWO
DIFFERENT WORLDS"**

RCA VICTOR 20/47-6094

Exclusive Management
FRANKIE MORE
631 Murfreesboro Rd.
Nashville, Tenn.
Phone 6-2215

RCA VICTOR
FIRST IN RECORDED MUSIC



**SINCEREST THANKS,
DEE JAYS**
for voting us the
"MOST PROMISING
NEW VOCAL GROUP"

**'NITA****RITA**

&

**RUBY**

—Latest Group Release—

"GIVE ME LOVE"
and
"LOVELY LIPS"

RCA Victor 20/47-6124

'NITA, RITA & RUBY

—Latest Solo Releases—

RUBY WELLS

"ROLLIN' STONE"

b/w

"FIGHTIN' THE BLUES"

RCA Victor 20/47-6131

•

RITA ROBBINS

"MY FOOLISH TEARS"

b/w

**"HOW LONG DO YOU
CRY"**

RCA Victor 20/47-6083

•

ANITA CARTER

**"THAT'S WHAT MAKES THE
JUKE BOX PLAY"**

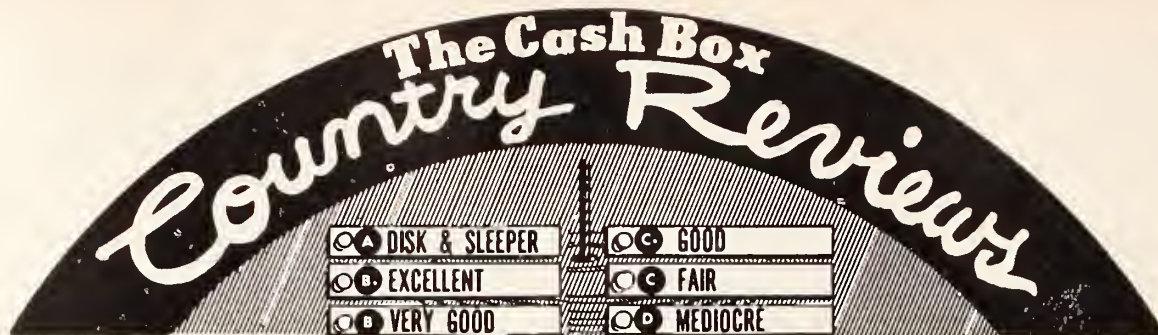
b/w

**"I'M SORRY IF THAT'S THE
WAY YOU FEEL"**

RCA Victor 20/47-6129

**ANNIVERSARY GREETINGS
TO
"THE CASH BOX"**

RCA VICTOR



**THE CASH BOX
BULLSEYE-A-WEEK**

"ALL RIGHT" (2:22)
[Lancaster BMI—F. Young]
"GO BACK YOU FOOL" (2:00)
[Hill & Range BMI—D. Robertson]
FARON YOUNG
(Capitol 3169; F3169)

● As his popularity rises to new heights Faron Young comes up with another two-sided threat that should keep his hit streak intact. On one end, titled "All Right", the polished-toned artist waxes an up-tempo, romantic lament with poignant lyrics. It seems that the chanter's gal won't forgive him for the one big mistake he's made. On the other half, a fast paced piece labeled "Go Back You Fool", Young passes along advice to a friend who is breaking up with his sweetheart. Faron sells both decks with authority. Superb pairing of sides for maximum sales and spins.

"YONDER COMES A SUCKER" (2:30)
[BMI—J. Deeves]
"I'M HURTIN' INSIDE" (2:25)
[Delmore ASCAP—C. Coben]
JIM REEVES
(RCA Victor 20-6200; 47-6200)

● Jim Reeves, with a chain of hits already under his belt, bows on the RCA Victor label and it looks like he could have a big winner on the initial entry. The tune, dubbed "Yonder Comes A Sucker", is a captivating, fast paced piece that Reeves delivers with finesse. According to Reeves there's a sucker born every minute who's gonna fall for a gal's phoney line. Terrific instrumental backdrop. "I'm Hurtin' Inside" is a change of pace, middle tempo weeper that the songster performs in soft and tender fashion. Upper portion has the goods. Could go all the way.

"THE KENTUCKIAN SONG" (2:30)
[Frank ASCAP—I. Gordon]
"WABASH CANNONBALL" (2:30)
[Peer International ASCAP—A. P. Carter]
MAC WISEMAN
(Dot 1262; 45-1262)

● Mac Wiseman, who is currently cashing in heavily with his click version of "Davy Crockett", comes up with two more grade "A" performances that are gonna rack up a bundle of coin for all concerned. Top deck, "The Kentuckian Song", the title from the much-publicized Hecht-Lancaster film, is treated to the chanter's enchanting and distinct stylings. It's a lovely tune that's gonna be on top very shortly. Flipside, Wiseman applies his vocal talents to one of country music's all-time favorites and the results make for excellent listening.

ROSE MADDOX
(Columbia 21419; 4-21419)

B+ **"HUMMINGBIRD" (2:28)** [Ross Jungnickel ASCAP—D. Robertson] Rose Maddox takes hold of an infectious piece of folk material and spins it in smooth and appealing fashion. Could be a big side for the thrush.

B **"WORDS ARE SO EASY TO SAY" (2:06)** [Red River ASCAP—L. Hayes, Harber] Under lid is a pretty, up tempo, romantic pleaser. Tasteful assist by Eddie Cleatro's Ork.

HOOT AND CURLEY
(Starday 195; 45-195)

B **"YOU GET WHAT YOU PAY FOR" (2:25)** [Starrite BMI—W. Walker] Hoot and Curley team up in splendid style as they knock out a catchy and light-hearted, quick beat novelty.

C+ **"BATTERED OLD RAINCOAT" (2:47)** [Starrite BMI—M. Rogers, C. Herndon, H. Rains] The boys blend their voices in soft, sincere fashion on this sad, middle tempo tune.

BILLY BROWN
(Decca 29559; 9-29559)

B **"HIGH HEELS BUT NO SOUL" (2:50)** [Hudson-Dart BMI—P. Harper] Billy Brown, The Country Gentleman, comes up with a fine reading of a middle beat emotional piece.

B+ **"DRUNK - DRUNK AGAIN" (2:55)** [Penny BMI—P. Harper] This end features a powerful vocal and recitation on a slow paced, crying towel item that could break through.

BUD ISAACS
(RCA Victor 20-6169; 47-6169)

B **"STEEL GUITAR BREAKDOWN" (2:01)** [Athens BMI—B. Isaacs] Bud Isaacs displays the form that earned him top honors as the "Most Promising Up and Coming Instrumental Artist" in the recent Cash Box deejay poll. Side really moves. Wonderful sound.

B **"WALTZ OF THE OZARKS" (2:28)** [Athens BMI—B. Isaacs] Here Isaacs and his Cryin' Steel Guitar lilt through a lovely, melodic piece.

HANK WILLIAMS
(MGM 12029; K12029)

B+ **"ALONE AND FORSAKEN" (1:55)** [Acuff-Rose BMI—Williams] The penetrating voice of the late Hank Williams shines once again as the chanter delivers an intriguing and touching folk tale. Williams' huge following should buy this one up.

B+ **"A TEARDROP ON A ROSE" (2:34)** [Acuff-Rose BMI—Williams] Hank and his Drifting Cowboys send up a middle beat, broken hearted piece in moneymaking style.

FARMER BOYS
(Capitol 3162; F3162)

B+ **"ONIONS, ONIONS" (2:06)** [Central BMI—B. Adams, W. Murray] The Farmer Boys, who stirred up loads of attention with their waxing of "You're A Humdinger", dish up a spirited, fast paced delighter that could click. Real funny stuff.

B+ **"LEND A HELPIN' HAND" (2:39)** [Teri ASCAP—A. Chorney, S. & H. Drager] Here's a bright, up tempo handclapper that the pair waxes in top calibre style. Great coupling.

LLOYD ELLIS
(Mercury 70641; 70641-X45)

B **"ANNIE LAURIE" (1:34)** [Pure BMI—L. Ellis] A captivating Lloyd Ellis instrumental arrangement of this old favorite makes for 1 minute and 34 seconds of pure listening enjoyment.

C+ **"WALTZING GUITARS" (2:10)** [Acuff-Rose BMI—L. Ellis] Here's some more sparkling electric guitar pickin' by Ellis at a slower pace. Both ends should find wide appeal among pop and country fans.

RAMBLIN' JIMMIE DOLAN
(Capitol 3157; F3157)

B+ **"WHAT'S ANOTHER BROKEN HEART" (2:20)** [Hill & Range BMI—J. Hobson, P. Westmoreland] Ramblin' Jimmie Dolan turns in a convincing reading as he decks out a quick beat, lover's lament. Effective wedding of melody and lyrics.

C+ **"JOLLY CAPTAIN HUDDLESTEAD" (2:15)** [Central BMI—D. Reynolds] Dolan races through a fetching tale of a retired sailor bragging about his past amors with the island gals.

LEE HOLDEN

(Cavalier 852; 45-852)

B **"LADY LUCK" (2:30)** [Dexter ASCAP—Holden] The mellow tones of Lee Holden come across in persuasive fashion on the artist's first effort for the diskery. A feelingful, middle beat piece with expressive lyrics.

C+ **"TWO EVIL EYES" (2:30)** [Dexter ASCAP—Holden] Lower deck is an interesting, up tempo item that Holden performs in adequate style. Neat backing by the Outlaws.

TRUE BLUE BOYS

(True Blue 1113; 45-1113)

B **"ON CHAPEL HILL" (2:30)** [Leeds ASCAP—S. Parker] The True Blue Boys, Al Victor and Arty Hicks blend impressively their vocal talents as they wend their way through a beautiful, moderate paced old-timer. Should win a heap of spins.

C+ **"PASS IT ALONG" (2:30)** [Out Of The World ASCAP—H. Woods] A refreshing, up beat biscuit is etched by the boys in easy-on-the-ears style.

CARL BUTLER

(Columbia 21407; D-21407)

B+ **"IF I COULD SPEND MY HEARTACHES" (2:45)** [Driftwood BMI—P. Jones] Carl Butler shows up to good advantage as he deftly renders a middle tempo opus with tear-compelling lyrics. Deck has possibilities.

B **"YOUR WEDDING DAY" (2:34)** [Boone] Under siding is a moderate beat weeper that Butler projects with a great deal of feeling. Subdued string support.

VIC CLAIBORNE

(MGM 12018; K12018)

B **"NO LETTER TODAY" (2:00)** [Peer Int'l BMI—Brown] With a tear in his voice Vic Claiborne sends up a contagious reading on an up tempo oldie recently revived in the pop field. The Deep Valley Boys lend strong support.

C+ **"SADDEST GIRL IN TOWN" (2:38)** [Peer Int'l BMI—Pettus] Claiborne spins this quick beat, heart-felt piece in sensitive style.

Country Music Sells Itself



by **WILLIAM McDANIEL**

than 2100 country music d.j.'s in this nation, Canada, and European countries and Japan. The weekly d.j. letter includes information concerning the Grand Ole Opry stars—their latest recordings, recent awards they may have received, and personal bits of news that might interest the millions of country music fans. We have received letters from d.j.'s across the country telling us how valuable this information has proved to the success of their programs. An itinerary of the Opry stars' personal appearances (2,554 appearances made in 1954) is also included in the d.j. letter.

Every Friday night the unique radio program "Mr. D.J., USA" originates from the WSM studios. This program features a guest disc jockey, some traveling from as far as Canada, who spins his favorite country music records and interviews one of the Opry stars. The reservation list to appear on "Mr. D.J., USA" is usually filled months in advance.

The most effective country music promotion has proved to be the personal appearances of the Opry stars in various cities and towns throughout the United States and Canada. To aid in the promotion of these personal appearances, we send to the disc jockeys and newspapers in the towns where the stars will appear a special Opry Star folder with pictures and short biographies. We have found the disc jockeys most cooperative in using the materials we send, not only in personal appearance promotion but also

in promotion of country music generally.

Out of the current popular trend of country music has developed an organization called the Country Music Disc Jockey Association. Headed by Nelson King, a disc jockey at station WCKY in Cincinnati, the Association was formed three years ago in Nashville during WSM's Second Annual National Disc Jockey Festival. The Association and WSM have held the convention and the Festival in conjunction annually since that time.

Only 100 d.j.'s and industry men attended the first festival in 1952 and by last year the registration figure had climbed to more than 1,000. The WSM Disc Jockey Festival is held in honor of the birthday of the Grand Ole Opry, which started its long and highly successful career on November 28, 1925. The three days of meeting and social events bring together industry people from the top recording and publishing companies, artists both top and beginners, and the all-important promoters, the disc jockeys. Last year NBC-TV's "Today" and "Tonight" carried short feeds of the Festival from the Andrew Jackson Hotel, convention headquarters.

Through all these activities we have reached a very close and desirable relationship with the disc jockeys and with country music performers throughout the nation. We are proud that even those country artists not affiliated with WSM have benefited from our promotion of the country field.

We are working now on new ideas to promote country music in the months and years to come. Specifically, we are beginning to shape up plans for our Fourth Annual National Disc Jockey Festival that will be held in Nashville November 18 and 19, 1955.

Our Sincere Thanks
Dee Jays
and
Happy Anniversary
to "THE CASH BOX"



MAXINE
and
JIM EDWARD BROWN

— Here's Our Latest —

"DO MEMORIES
HAUNT YOU"

b/w

"JUNGLE MAGIC"

FABOR 122; 45-122

For
Personal Appearances
Contact

TOM PERRYMAN

Phone 5157

GLADEWATER

TEXAS

HANK

NOW ON RCA VICTOR.... WITH

LOCKLIN

A GREAT FIRST RELEASE

"YOU'RE
OUT OF
STEP"

(WITH THE BEAT OF
MY HEART)



"YOUR
HEART
IS AN
ISLAND"

feature star
BIG D JAMBOREE
Dallas, Texas

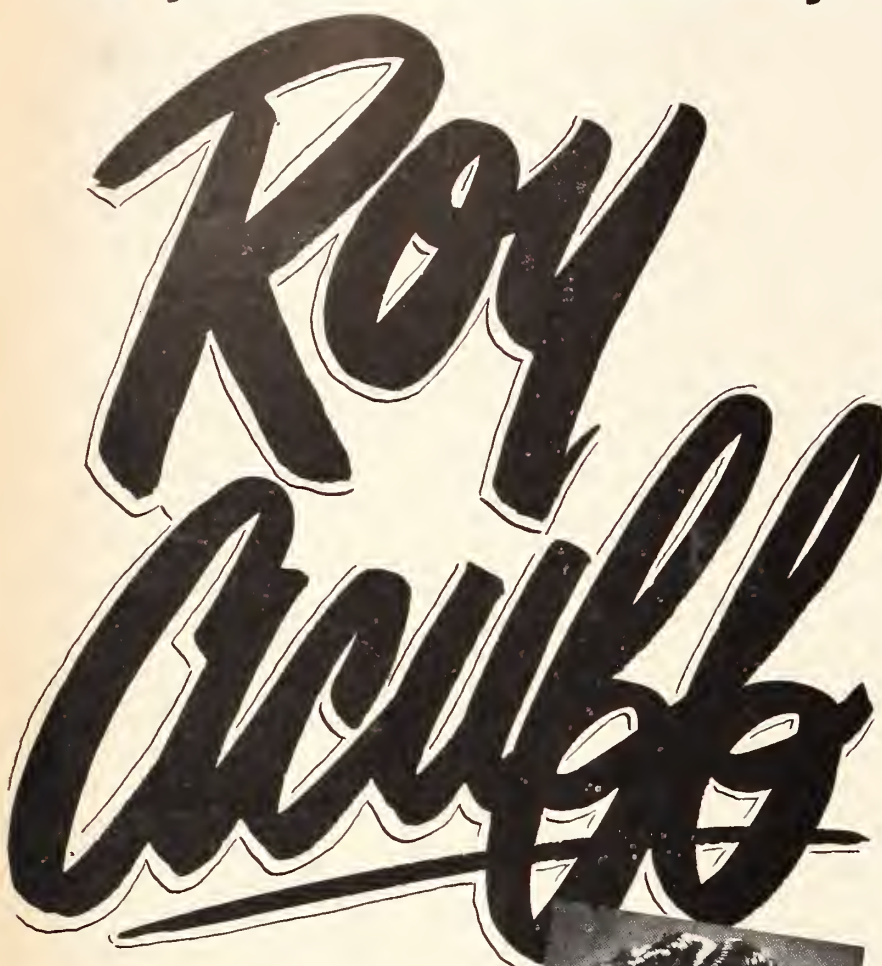
RCA VICTOR
1 ST IN RECORDED MUSIC



20/47-6170

"It's What's in THE CASH BOX That Counts"

Congratulations to THE CASH BOX on your 13th Anniversary



Current Release



"THE NIGHT SPOTS OF TOWN"

b/w

"THAT'S WHAT MAKES THE JUKE BOX PLAY"

Capitol 3115



THANKS to the hundreds of D J's for the many spins during my recent and most successful coast-to-coast tour.

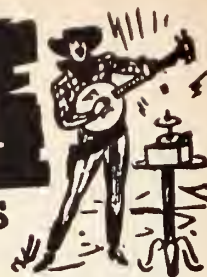
Sincerely

Roy Acuff

THE CASH BOX

Country Disk Jockey

REGIONAL RECORD REPORTS



JOE GALLEGOS
KFSC—Denver, Colo.

1. In The Jailhouse (W. Pierce)
2. Are You Mine (Wright & Tall)
3. Jim, Johnny And Jonas (Jimmy Wakely)
4. Message To My Mother (Hank Williams)
5. Boom Boom Boomerang (Ginny Wright)
6. It Makes Me So Mad (Rose)
7. It Tickles (Tommy Collins)
8. In Time (Eddy Arnold)
9. Live Fast, Love Hard (Young)
10. Making Believe (Kitty Wells)

BILL THORNTON
KRLW—Walnut Ridge, Ark.

1. In The Jailhouse (W. Pierce)
2. Would You Mind (H. Snow)
3. Deceive Me Once Again (Sonny James)
4. No One, Dear, But You (Johnny & Jack)
5. Cuzz Yore So Sweet (Crum)
6. Don't Believe (Slim Rhodes)
7. Two Kinds Of Love (Arnold)
8. Loose Talk (Carl Smith)
9. I'm Left, You're Right (Elvis Presley)
10. Are You Mine (Wright & Tall)

POP'S COUNTRY STORE
WXGI—Richmond, Va.

1. Satisfied Mind (P. Wagoner)
2. That's What Makes The Juke Box Play (Anita Carter)
3. The Best Mistake (G. Morgan)
4. The Cat Came Back (L. Moore)
5. There She Goes (Carl Smith)
6. It's A Lonely World (E. Tubb)
7. Flower Blooming In The Wilderness (Bill Clifton)
8. Would You Mind (H. Snow)
9. Salty Boogie (Little Jimmy Dickens)
10. Let Me Talk To You (R. Price)

COUSIN JOHNNY SMALL
WNLC—New London, Conn.

1. Satisfied Mind (P. Wagoner)
2. The Cat Came Back (Moore)
3. Making Believe (Wells/Work)
4. In The Jailhouse (W. Pierce)
5. Yellow Roses (Hank Snow)
6. No One, Dear, But You (Bud Deckelman)
7. Old Lonesome Times (Smith)
8. Would You Mind (H. Snow)
9. Lights Are Growing Dim (Harvie June Van)
10. Possum Hollow (Jim Eanes)

RED SMITH
WBOK—New Orleans, La.

1. Would You Mind (H. Snow)
2. No One, Dear, But You (Bud Deckelman)
3. It Tickles (Tommy Collins)
4. There She Goes (C. Smith)
5. Are You Mine (Wright & Tall)
6. Making Believe (Jimmy Work)
7. Satisfied Mind (P. Wagoner)
8. I'm Left, You're Right (Elvis Presley)
9. Daydreaming (B. Deckelman)
10. Cold Weary World (Fairburn)

CLIFF RODGERS
WHKK—Akron, Ohio

1. I Don't Care (Webb Pierce)
2. Yellow Roses (Hank Snow)
3. There She Goes (Carl Smith)
4. The Best Mistake (Morgan)
5. Satisfied Mind (P. Wagoner)
6. Salty Boogie (Little Jimmy Dickens)
7. We Live In Two Different Worlds (Johnny & Jack)
8. Two Kinds Of Love (Arnold)
9. Would You Mind (H. Snow)
10. Cuzz Yore So Sweet (Crum)

FRED LYNN
KWTO—Springfield, Mo.

1. Satisfied Mind (P. Wagoner)
2. Making Believe (Kitty Wells)
3. In The Jailhouse (W. Pierce)
4. Little Children (Hank Snow)
5. Are You Mine (Wright & Tall)
6. As Long As I Live (Wells & Foley)
7. Pledging My Love (Nita, Rita & Ruby)
8. Live Fast, Love Hard (Young)
9. There She Goes (Carl Smith)
10. Davy Crockett (Sons Of The Pioneers)

THOM HALL
WKYV—Louisville, Ky.

1. Satisfied Mind (Wagoner/Sheppard)
2. There She Goes (Carl Smith)
3. Cattle Call (Eddy Arnold)
4. Cuzz Yore So Sweet (S. Crum)
5. Yellow Roses (Hank Snow)
6. In Time (Eddy Arnold)
7. I Wanna, Wanna, Wanna (Wilburns)
8. Daddy You Know What (Jim Wilson)
9. Would You Mind (H. Snow)
10. Have You Seen (Ernest Tubb)

CLARENCE KNEELAND
WICH—Jewett City, Conn.

1. Lover, Love (Eddie Zack)
2. Two Kinds Of Love (Arnold)
3. Would You Mind (H. Snow)
4. Making Believe (Kitty Wells)
5. If Loving You Is Wrong (Hank Thompson)
6. More Than Anything Else In The World (Carl Smith)
7. Satisfied Mind (P. Wagoner)
8. I've Been Thinking (Arnold)
9. I Don't Care (Webb Pierce)
10. Flower Of My Heart (Robbins & Winters)

PAUL KALLINGER
XERF—Del Rio, Tex.

1. In The Jailhouse (W. Pierce)
2. Making Believe (Kitty Wells)
3. Live Fast, Love Hard (Young)
4. Yellow Roses (Hank Snow)
5. Davy Crockett (Mac Wiseman)
6. I've Been Thinking (Arnold)
7. As Long As I Live (Wells & Foley)
8. I Don't Care (Webb Pierce)
9. Satisfied Mind (P. Wagoner)
10. Your Good For Nothing Heart (Webb Pierce)

RED KIRK
WLEX—Lexington, Ky.

1. Satisfied Mind (R & B Foley)
2. Making Believe (Kitty Wells)
3. In The Jailhouse (W. Pierce)
4. Davy Crockett (T. E. Ford)
5. Whose Shoulder Will You Cry On (Kitty Wells)
6. Yellow Roses (Hank Snow)
7. There She Goes (Carl Smith)
8. Live Fast, Love Hard (Young)
9. His Hands (T. Ernie Ford)
10. Must've Drove Mules Too Hard (Bud Deckelman)

JIM WILSON
WAVE—Louisville, Ky.

1. Satisfied Mind (P. Wagoner)
2. Cuzz Yore So Sweet (Crum)
3. Making Believe (Kitty Wells)
4. Live Fast, Love Hard (Young)
5. There She Goes (Carl Smith)
6. Yellow Roses (Hank Snow)
7. In Time (Eddy Arnold)
8. Have You Seen (E. Tubb)
9. Would You Mind (H. Snow)
10. Plantation Boogie (Pee Wee King)

LEE HAZLEWOOD &
EB X. PRESTON
KRUX—Phoenix, Ariz.

1. Live Fast, Love Hard (Young)
2. Making Believe (Wells/Frizzell)
3. Davy Crockett (Mac Wiseman)
4. Are You Mine (Wright & Tall)
5. Daydreaming (J. Newman)
6. In The Jailhouse (W. Pierce)
7. There She Goes (Carl Smith)
8. I've Been Thinking (Arnold)
9. Yellow Roses (Snow/Wakely)
10. I Wanna, Wanna, Wanna (Wilburns)

CUZ'N LARRY LANE
WEBK—Tampa, Fla.

1. Pledging My Love (Nita, Rita & Ruby)
2. Satisfied Mind (P. Wagoner)
3. Two Hearts (Robbins & Winters)
4. Yellow Roses (Hank Snow)
5. Live Fast, Love Hard (Young)
6. Old Lonesome Times (Smith)
7. Davy Crockett (Mac Wiseman)
8. Don't Kindle Up The Flame (Buddy Thompson)
9. In Time (Eddy Arnold)
10. Smack Dab In The Middle (Eddie Hill)

HAPPY ISON
WORZ—Orlando, Fla.

1. Unchained Melody (Atkins)
2. Making Believe (Kitty Wells)
3. Are You Mine (Lorrie & DeVal)
4. No One, Dear, But You (Johnny & Jack)
5. Somebody New (G. Wright)
6. Live Fast, Love Hard (Young)
7. I Wanna, Wanna, Wanna (Wilburns)
8. Would You Mind (H. Snow)
9. Davy Crockett (Mac Wiseman)
10. Old Faithful And True Love (Bonnie Lou)

LEE SUTTON
WWVA—Wheeling, W. Va.

1. Home Sweet Home (Reno & Smiley)
2. My Heart Or My Mind (Wilburns)
3. The Cat Came Back (Moore)
4. Satisfied Mind (P. Wagoner)
5. You Know That I Know (Benny Martin)
6. We Live In Two Different Worlds (Johnny & Jack)
7. Have You Seen (Ernest Tubb)
8. I Was There (Wayne Raney)
9. Old Lonesome Times (Smith)
10. Yellow Roses (Hank Snow)

HARRY "THE HILLBILLY"
GAINES
KTAE—Taylor, Tex.

1. Let's Make Memories (Walker)
2. Baby, Let's Play House (Elvis Presley)
3. That's All I Want (J. Heap)
4. Deceive Me Once Again (Sonny James)
5. I Don't Care (Webb Pierce)
6. Daydreaming (J. Newman)
7. There She Goes (C. Smith)
8. Would You Mind (H. Snow)
9. Jungle Magic (J. E. Brown)
10. Your Good For Nothing Heart (Webb Pierce)

SMOKEY DACUS
KAMO—Rogers, Ark.

1. Satisfied Mind (J. Sheppard)
2. Singing Wheels (Stewart)
3. Flower Of My Heart (Yaney)
4. Goldie Jo Malone (T. Hall)
5. Birds And Bees (D. Rose)
6. Three Of Us (Sons Of The Pioneers)
7. Yellow Roses (Hank Snow)
8. Dial L-O-V-E For Me (Leon McAuliffe)
9. Which One Of Us Is To Blame (Redd Stewart)
10. I Wanna, Wanna, Wanna (Wilburns)

"NERVOUS NEPHEW"
NED NEEDHAM
WMOP—Ocala, Fla.

1. I Wanna, Wanna, Wanna (Wilburns)
2. Baby, Let's Play House (Elvis Presley)
3. Satisfied Mind (P. Wagoner)
4. Live Fast, Love Hard (Young)
5. I'll Baby Sit With You (Ferlin Husky)
6. I Don't Need A Doctor (Jimmie Skinner)
7. Cuzz Yore So Sweet (Crum)
8. Smack Dab In The Middle (Eddie Hill)
9. Daddy Loves You (Robbins)
10. That's What Makes The Juke Box Play (Jimmie Work)

TED "TEDDY BEAR"
CRUTCHFIELD
WCMS—Norfolk, Va.

1. Take Possession (Sheppard)
2. Crewcut And Baby Blue Eyes (Tabby West)
3. No One, Dear, But You (Johnny & Jack)
4. Satisfied Mind (P. Wagoner)
5. My Heart Couldn't See (Tom Anderson)
6. The Best Mistake (G. Morgan)
7. Live Fast, Love Hard (Young)
8. That's What Makes The Juke Box Play (Anita Carter)
9. No One, In Your Heart (Skeets McDonald)
10. Davy Crockett (T. E. Ford)

DAVE WALSHAK
KCTI—Gonzales, Tex.

1. No One, Dear, But You (Johnny & Jack)
2. I'm Left, You're Right (Elvis Presley)
3. Satisfied Mind (P. Wagoner)
4. Let Down (Tommy Collins)
5. Moonlight, Darling And You (Lefty Frizzell)
6. That's What Makes The Juke Box Play (Jimmy Work)
7. Master Of Deception (Jones)
8. Ain't Gonna Take No Chance (Sonny James)
9. Rollin' Stone (Ruby Wells)
10. I Don't Care (Webb Pierce)



HANK SNOW
ATTRactions PRESENTS

(Unit One)

In Person

The HANK SNOW SHOW

With An All-Star Cast

Starring

HANK SNOW

"The Singing Ranger"

RCA Victor

The Rainbow Ranch Boys

MISS MARTHA CARSON

and the
COUNTRY GENTLEMEN

RCA Victor

MOTHER MAYBELLE

and the
CARTER SISTERS

(Anita & Becky)

RCA Victor

THE DAVIS SISTERS

(Skeeter & Georgie)

RCA Victor

JIMMIE RODGERS SNOW

RCA Victor

Unit Manager

TOM DISKIN

Thanks, Dee Jays,
for voting

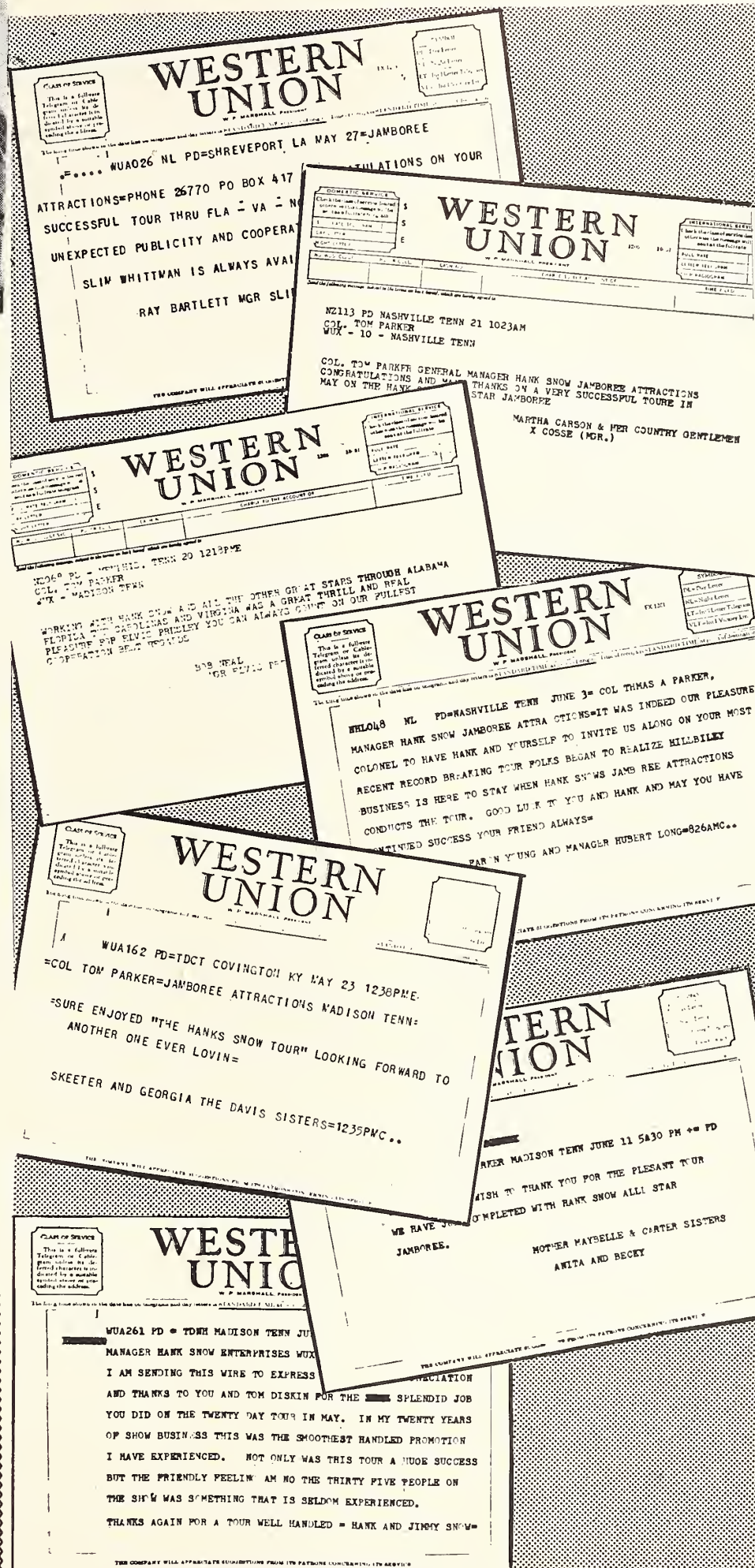
"I DON'T HURT
ANYMORE"

by HANK SNOW . . .

"THE MOST PROGRAMMED
COUNTRY RECORD OF
THE YEAR,"

Sincerely,
Hank

HANK SNOW ATTRactions TOURS BIG SUCCESS



HANK SNOW
ATTRactions PRESENTS

(Unit Two)

In Person

The ANDY GRIFFITH SHOW

Starring

ANDY GRIFFITH

Capitol

FERLIN HUSKEY

Capitol

SIMON CRUM

Capitol

TOMMY COLLINS

Capitol

MARTY ROBBINS

Columbia

ELVIS PRESLEY

Sun

Unit Manager

COL. TOM PARKER

Special Guest on Florida Tour

GLENN REEVES

Singin' his latest TNT Record

"Wasted Time, Wasted Tears"

b/w

"I Ain't Got Room To Rock"

UNIT ONE :--: TOUR PUBLICITY: MAE AXTON :--: ON TOUR IN JULY :--:

UNIT TWO

HANK SNOW ATTRactions

COL. TOM PARKER, GEN. MGR.

P. O. BOX 417, MADISON, TENNESSEE

Phone NASHVILLE 2-6770



Current Release

"MY HEART'S NOT FOR LITTLE GIRLS TO PLAY WITH"

b/w

"I'M SORRY I STAYED AWAY SO LONG"

Decca # 29498



Exclusive Management

GABE TUCKER • 417 Broadway • Phone 42-2288 • Nashville, Tenn.

"Grand Ole Opry" Coast-to-Coast TV



NASHVILLE, TENN.—As reported in the issue of June 25, the "Grand Ole Opry" continued its amazing growth with a first time coast to coast NBC television show.

The half-hour network portion originated from the Ryman Auditorium in Nashville, the house of the "Opry" for a number of years. Carl Smith, Ernest Tubb, Martha Carson, the Carlisles, Faron Young, Anita Carter, Lonzo and Oscar, Minnie Pearl and Rod Brasfield headed the cast.

The show was produced and directed by WSM personnel. Credits include Fritz Kleibacker, producer-director; Nowl Digby, writer; Elmer Alley, assistant producer; and Jack Hopkins, technical director.

Originally designed for a live audience, the Ryman Auditorium was made into a modern television studio for the telecast. Special camera ramps were built on the stage and camera stands were erected in the balcony.

Special spotlights were also set up and a long light grid was suspended from the ceiling needed for general stage shots.

Seen above, top picture, are Bill McDaniel, WSM public relations head; Irving Waugh, commercial manager and assistant to WSM president, Brad Crandall; TV operations manager, Jack Stapp, WSM program director; Jim Denny, WSM artist service bureau head; Fritz Kleibacker, producer and director; Jack Hopkins, technical director and Elmer Alley, assistant producer.

The center picture shows a group of the WSM Grand Ole Opry entertainers who were featured on the special NBC-TV coast to coast broadcast on June 11.

The lower picture gives a birdseye view of a portion of the huge throng who jammed historic Ryman Auditorium for the initial coast to coast TV show.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Let's Look Ahead With Confidence



by **WESLEY ROSE**

It seems to be a human trait to look ahead into a dark future and complain about the present situation. Actually, country music each year is growing and one only has to take a quick look into the past ten years to realize its acceptance in cities and areas which at one time looked upon our music as sectional.

Truthfully, who can deny the nationwide and, in many instances, worldwide value of country music? "Tennessee Waltz", "Chattanooga Shoe Shine Boy", "Jealous Heart", "Cold, Cold Heart", to name just a few which I can personally vouch for, were hits in Europe, Asia, Africa, Australia, in fact in all parts of the world. This is country music proving it is commercial wherever it has the opportunity to be played for the public.

No one can convince me these hits were just a fad or fancy of the public at that particular time. Country records and country artists live on. The sales recently of Hank Williams and Jimmie Rodgers should make us all realize that country music is the music of our country and could be called American music in all truthfulness.

Let's not waste our time by com-

plaining of the success of other segments of the music industry. This time can be put to good use if we will attempt to work closer together as a team to contribute unselfishly to better promote, advertise and sell country music as a whole, not just one song or one record.

There are a few folks among us who live only to state at every opportunity, "I was responsible for this song becoming a hit"; or "I am the person who discovered this or that artist"; or "I will make sure that country music will not fall by the wayside." These folks are in the minority in our field and most times are trying to convince themselves that they are indispensable. The truth is that a hit song is the natural result of perfect team work on the part of composer, publisher, artist, record company, personal manager, record distributors, disc jockeys and juke box operators.

Each of these segments must do its part so the public, who actually makes the final decision, will have the opportunity to come in contact with the song. This also holds true in building a name artist. The team must work together perfectly. Individual glory is a figment of one's imagination and is just used by those folks to bolster their ego.

Let's face facts, we are not in competition with each other in the country music field, but are really working with each other. Thus, a new country song hit or name artist, regardless of publisher, writer, record company, etc., will benefit all and be another step forward.

We must all do our best to help country music grow as a team and its success cannot depend on any one person or firm. There should not be any doubts in our minds as to the potential peak. Faith and confidence in our product and efforts by all to build new artists and new songs result in just one answer. Country music will scale new heights.

I am mighty proud to be a part of country music and I sure hope you folks accept above, not as a speech or publicity spotlight grab, but just a humble effort to think out loud. Yes sir, LET'S LOOK AHEAD WITH CONFIDENCE.



1. WALKING THE FLOOR OVER YOU
2. YOU NEARLY LOSE YOUR MIND
3. TRY ME ONE MORE TIME
4. SOLDIER'S LAST LETTER
5. IT'S BEEN SO LONG, DARLING
6. RAINBOW AT MIDNIGHT

7. I'LL STEP ASIDE
8. SEAMAN'S BLUES
9. I LOVE YOU BECAUSE
10. LETTERS HAVE NO ARMS
11. DRIFTWOOD ON THE RIVER
12. TWO GLASSES JOE

Congratulations on your 13th Anniversary

COMING UP

"IT'S A LONELY WORLD"

b/w

"HAVE YOU SEEN"

Decca No. 29520

THANKS
DISK JOKEYS



ANNIVERSARY
GREETINGS TO
THE CASH BOX

4949 Hollywood Blvd., Hollywood 27, Calif.

1074 Union Ave., Memphis, Tenn.

THE COCHRAN BROTHERS

one of the most promising up and coming new country duets
THE DEALERS ARE BUYING — THE OPS ARE SPINNING

"TWO BLUE SINGIN' ★ ★ " b/w "MR. FIDDLE"

EKKO 1003



Exclusive Management
GABE TUCKER
417 Broadway Nashville, Tenn.
Phone 42-2288

*We're grateful
For the many spins...*



The
LOUVIN BROS.

—Latest Release—

**"WHEN I STOP
DREAMING"**

b/w

"PITFALL"

Capitol # 3177

Personal Mgt.

PRESTON TEMPLE

2834 Bronte Ave.

Nashville, Tenn.

Phone 28-4995

*Best Wishes To
THE CASH BOX*

The Customer Is Always Right



by **STEVE SHOLES**

In the entertainment field it is a widely accepted theory that in the final analysis the general public decides what is a hit. This goes for many forms of entertainment but particularly for records. However, the one danger in this argument is that the public has not been exposed to the subject sufficiently to render a decision. Recently we have seen the astonishing success of plays which were panned by the critics, and in the record business discs have become hits which the professionals doomed to failure.

This encouraged us at RCA Victor to try an idea we had held sound for years: that the great record buying public of the United States is not overly interested in whether a particular performing artist comes from the Pop field, Rhythm and Blues, Country

and Western, Latin American, or what have you, just so long as his records are entertaining. The big problem, of course, is to convince the record distributors, dealers, disc jockeys, juke box operators, one-stop boys, etc., that the record should be given a chance to sell on its own merits, irrespective of category.

It was because we believe strict categorization of records was gradually becoming less important that we decided to go ahead with the plan of combining the great talents of Eddy Arnold as a singer and Hugo Winterhalter as an arranger and conductor on the recent release of "The Cattle Call" and "The Kentuckian Song." This project had been under discussion for two years, and we felt that now was the time for such an experiment. The public reaction has already indicated there is a good possibility we were correct, although we have found a few disc jockeys, both Pop and Country and Western, who were not ready to accept the merging of these two great personalities.

We had no intention of making a pop artist of Eddy Arnold or a hillbilly out of Hugo Winterhalter. Our intention was to make an entertaining and musically acceptable recording which would sell to anyone who likes good music. The reaction of distributors, dealers, and disc jockeys so far has been vastly encouraging, and we hope that this is an indication of a new approach to the record business wherein the professionals in the business will let each record stand on its own and let the public decide whether or not they like it.



MY
SINCEREST
THANKS TO THE
D.J.'s
DEALERS
and
OPS
and
HAPPY
ANNIVERSARY
to
THE CASH BOX

JACK TURNER

Latest Release

**"BAMA
BAMBOO
BOY"**

b/w

**"STORY OF THE
SMOKY
MOUNTAINS"**

RCA Victor # 20/47-6163

RCA VICTOR



VOTED "MOST PROGRAMMED DANCE BAND OF '55"

THANKS, DJ's.....I'm forever indebted to you for the many favors these past few years----hope we continue to merit your play

HANK THOMPSON

and his BRAZOS VALLEY BOYS

Hear HANK's Latest On Capitol

"WILDWOOD FLOWERS"

b/w

"BREAKING IN ANOTHER HEART"

CAPITOL # 3106

A 12" LP Just Released

NORTH OF THE RIO GRANDE

CAPITOL ALBUM # 618

Personal Management

JIM HALSEY

Independence, Kansas

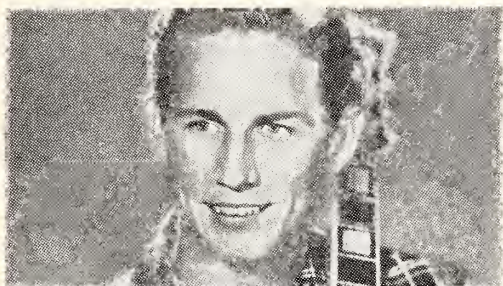
Phone 1203



"Only those records best suited for commercial use are reviewed by THE CASH BOX"

for sales and spins...

THE YEAR 'ROUND COUNTRY WINNERS ARE ON RCA VICTOR RECORDS



C&W's top instrumental artist—Cash Box and Jamboree polls

Chet Atkins

UNCHAINED MELODY

HEY, MR. GUITAR 20/47-6108

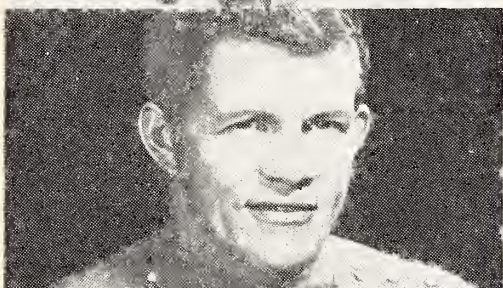


Most programmed sacred singer—Cash Box and Jamboree polls

Martha Carson

WATCH FOR FIRST

RCA VICTOR RELEASE! 20/47-6250



Best *new* Country instrumentalist—Cash Box and Jamboree polls

Bud Isaacs

STEEL GUITAR BREAKDOWN

WALTZ OF THE OZARKS 20/47-6169



Nation's leading vocal team

Johnnie & Jack

NO ONE DEAR BUT YOU

WE LIVE IN TWO DIFFERENT WORLDS 20/47-6094

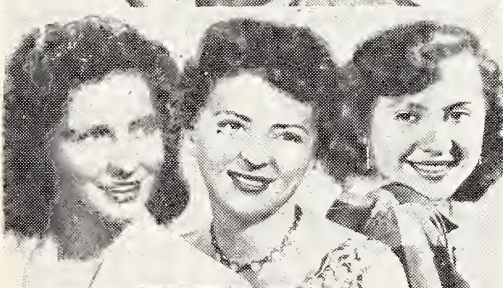


Most programmed record—"I Don't Hurt Anymore" (20/47-5698)

Hank Snow *Now Hitting The Charts*

I'M GLAD I GOT TO SEE YOU ONCE AGAIN

CRYIN', PRAYIN', WAITIN', HOPIN' 20/47-6154



Most up and coming vocal group

Nita, Rita and Ruby

LOVEY LIPS

GIVE ME LOVE 20/47-6124



Best *new* female vocalist

Rita Robbins

MY FOOLISH TEARS

HOW LONG DO YOU CRY 20/47-6083

RCA VICTOR
FIRST IN RECORDED MUSIC



THANKS DEEJAYS FOR YOUR TERRIFIC SUPPORT!

"It's What's in THE CASH BOX That Counts"

THE CASH BOX Country Roundup

WSM—GRAND OLE OPRY . . . Lonzo and Oscar recently aligned themselves with John Miller for personal management. Miller has been booking the 'Opry' comedy team for some time, but just last week officially announced that he would manage them. In addition to his managerial ability, Miller is a writer of note having penned "Rainbow At Midnight" and his latest is "Cold Tater Pie" recorded on Decca by Lonzo and Oscar. Three Grand Ole Opry groups have recently taken on new musicians. Billy Cooper is with Ferlin Huskey and his Hush Puppies band; Jim Slade has joined the Martha Carson and her Country Gentlemen band and Paul Yandell has gone to work with the Louvin Brothers. . . . Many of the 'Opry' stars have recently made appearances on the Pee Wee King TV Show out of Cleveland. And, the latest pair from the 'Opry' to guest with Pee Wee were Ernest Tubb (Decca) and Audrey Williams (MGM), on June 20. From Cleveland Audrey went into New York on business. . . . Hal Smith, personal manager of Carl Smith, back in Nashville after several days on the road where he was setting up promotion for Carl Smith's forth-



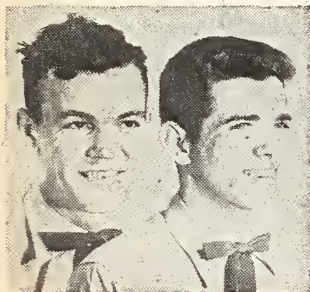
"LITTLE" RITA FAYE

coming tour. . . . Hank Snow (RCA Victor) and Kitty Wells (Decca) were recently named the number one Country music Artists in Alaska through a poll conducted by KBYR in Anchorage. . . . Little Jimmy Dickens (Columbia) was featured on the coast-to-coast portion of the 'Opry' on June 25 and had as his special guest Jimmy Newman (Dot). . . . Webb Pierce (Decca) already clicking big with his latest release "I Don't Care" currently working a string of dance dates, playing some of the country's biggest ballrooms! . . . Buddy and June Killen happy parents of a new baby girl . . . Robin Michelle . . . born June 17—weighing eight pounds. Killen is rep for Tree Music, Nashville-New York! . . . Recently Smiley Wilson and Kitty and young Rita Faye (MGM) moved into Nashville. The group is currently working a string of drive-in theatres along with Hawkshaw Hawkins (RCA Victor). . . . Gabe Tucker, personal manager of Ernest and Justin Tubb (Decca), currently has Justin working a tour of the Northwest. Justin reports from the road that the show which is also featuring Ray Price, Goldie Hill and Lonzo and Oscar is having good business and did a capacity house in Salt Lake City.



BELEW TWINS

THE BIG "D" JAMBOREE . . . Promoters of the Big "D" went all-out the other week (June 20-21) for their promotion of the Policemen Show in Beaumont, Texas. Featured artists on the bill were Sonny James (Capitol), Elvis Presley (Sun), Marty Robbins (Columbia), Maddox Brothers and Rose (Columbia), The Belew Twins (Coral), The Stompers Band (Coral), and Charline Arthur (RCA Victor). Five shows were offered for the two-day stand. Ed McLemore excited about the new releases of Hank Locklin (RCA Victor) "You're Out Of Step With The Beat Of My Heart" and "Your Heart Is An Island" and the new one that is coming out by Sonny James (Capitol).



JIMMY & JOHNNY

HAYRIDE HAPPENINGS . . . Jim Reeves (RCA Victor) currently on tour. Maxine and Jim Edward Brown (Fabor) just recently completed a tour with Elvis Presley (Sun), Hill Carlisle (Mercury), Martha Carson (RCA Victor), and Ferlin Huskey (Capitol). . . . Jimmy Lee and Johnny Mathis (Chess) back in business together and Stan Lewis reports that the two have some terrific material for their forthcoming release! . . . Leonard Chess head of Chess records says that Jack Ford's recording of "Yankee Dime" and "Teach Me To Love" is kicking up a lot of dust around. Leonard is also excited about a newcomer to his Country music roster. . . . "Cherokee Joe Bennett" . . . whose recording of "Pretty Face" and "Smoking and Drinking" will be on the market in a few days.

FROM THE CROSSROADS OF COUNTRY MUSIC . . . Springfield's latest entry into TV shows is their offering of "Talent Roundup" which will make its full-network bow via ABC-TV on Tuesday, July 5, originating in the Jewell theatre, with Slim Wilson starring! In order to accommodate more people who want to see Red Foley's "Ozark Jubilee" in person, the cast is now doing two performances each Saturday night (effective July 2), and on this same evening ABC-TV is extending the 'Jubilee' from its present sixty minutes to an hour and a half. Si Siman and Les Kennon back at the "Crossroads" after a week in New York where they huddled with ABC President Robert M. Kintner and other network officials.

COUNTRY SMATTERINGS . . . Charlie Wright's commitment as manager of Capitol's Dub Dickerson expires as of July 1. Wright for the past three years has devoted time to Dickerson's promotions; however, Wright will now devote his full time to his fast growing agency. Wright is looking forward to developing more top



DUB DICKERSON

talent, writers and songs. . . . Tom Perryman, who is handling bookings for Jim Edward and Maxine Brown (Fabor) has the duet working the Big "D" Jamboree July 2. Also the team will work Ft. Worth and Waco, Texas for Ed McLemore, owner-operator of the Big "D". . . . Billy Gann, personal manager of Jeannette Hicks (Columbia) working Northern tour starting this week. . . . Charlie Walker (Decca) of San Antonio, Texas reports that when Fess Parker (Davy Crockett) played the Majestic theatre there the other week he drew the largest crowd since the theatre's grand opening in 1929, at which time the headline attraction was none other than the late Jimmie Rodgers, America's Blue Yodler. . . . Tom Diskin of Hank Snow Attractions reports that Hank will take to road again this month head for the cool country up North. The tour opens on July 3 with plans to continue right through July 13. Other talent included on the tour will be Martha Carson (RCA Victor), and her Country Gentlemen, the Davis Sisters (Skeeter and Georgie) (RCA Victor), Mother Maybelle and the Carter Sisters (RCA Victor) along with Anita and Becky, and Jimmie Rodgers Snow (RCA Victor). . . . Tommy Sands (RCA Victor) one of the most promising of new country artists recently appeared with the Duke of Paducah in Gonzales, Texas. Young Tommy continues to spark the Saturday night Houston Show in addition to his personal appearances throughout Texas. . . . Jimmie Rodgers Snow reports plans are being made for television appearances this coming Fall. . . . Hank Locklin (RCA Victor) set for a guest spot on Grand Ole Opry's coast-to-coast show July 9. Thanks for the nice note from Frances Chamblee, president of the Hank Locklin fan club. . . . Bob Ferguson mailed out a flyer to the deejays last week thanking them for their votes on Ferlin Huskey and Simon Crum . . . (Capitol). Ferguson is personal manager of Huskey . . . yes, and Crum too! . . . Don Winters' first solo side for RCA Victor "Forgive My Mistakes" has what it takes to make the grade. . . . Lovely, 22-year-old Joanie Hall, a gal with loads of potential and singing in the western field for the past several years, makes her record debut this week on the Sage and Sand label. The thrush neatly blends her talented chords with Eddie Dean on two top notch tunes tagged "Sign On The Door" and "Open Up The Door, Baby." July the fourth was the scene for one of the biggest hillbilly shows ever held in Rockingham county at the Tri-City Amusement Park as Henry Tuck, W. R. E. V. Reidsville, N. C., Country and Western disc-jockey moved in for an all-day show, with his whole W.R.E.V. gang. Numbering around forty artists headed by Doug Matherly, The Pine Hill Boys, Coy Pulliam, The Twin River Boys Larry Williams and Edmund Taylor, The Harmonica King of Rockingham County. Just added to Pee Wee King's Monday evening Network ABC-TV show is petite, blond and pretty Charlene Mills who Pee Wee tags as the next big country girl singing sensation. Billy Strange has strong pop and country prospects in his newest Decca waxing of a Stuart Hamblen tune labeled "Shake The Hand Of A Stranger."



DAVIS SISTERS

WAX-WISE . . . Jimmy King writer of the current clicker for Hawkshaw Hawkins (RCA Victor) "How Can Anything So Pretty Be So Doggone Mean" says he has had numerous reports that the song is doing real good for Hawk. Also, Tree Music, publishers of the tune have their Nashville Rep. . . . Buddy Killen . . . plugging away on the song! The flip is "Pedro Gonzales"! . . . Fred Baker (Capitol) promoting his latest wax down in Southwest Louisiana . . . the tunes are "I'm Not Givin' Up That Easy" and "I Fish With A Wish." Jimmie Collie (Hickory) featured on the Big "D" Jamboree also has a recording of "I'm Not Givin' Up That Easy" on the market. . . . The Louvin Brothers (Capitol) out with their first ballads . . . "When I Stop Dreaming" and "Pitfall." The brothers, Charlie and Ira, for a long time have recorded Sacred music. . . . Ernest Tubb (Decca) getting lots of good comment on his recording of "It's A Lonely World." Tubb does this one up in fine fashion. . . . Hank Snow (RCA Victor) continues to grab lots of play and this time it's with his two new ones . . . "I'm Glad I Got To See You Once Again" and "Cryin', Prayin', Waitin', Hopin'." . . . Jim Wilson (Mercury) getting lots of top mentions on his latest . . . "Daddy You Know What?" . . . Hank Williams new release "Teardrops On A Rose" and "Alone and Forsaken" pulled 202 phone calls in fourteen minutes on Cliff Rodgers "Melody Roundup" after Cliff programmed the record recently!



JOANIE HALL



DON WINTERS



BILLY STRANGE

Backstage Officer Has Been With Grand Ole Opry Fourteen Years



(Left to right): Bill Carlisle, Grandpa Jones, Minnie Pearl, R. L. Norris (officer), Ray Price, Carl Smith, Eddie Hill.

NASHVILLE, TENN.—Officer R. L. Norris may be just the “officer in charge” to the casual on-looker who visits “backstage” at Grand Ole Opry; but to the hundreds of entertainers and those connected with the show, he’s much more. As a matter of fact, Mr. Norris has been working with the “Opry” for fourteen years—longer than many of the artists have been associated with the show, and he’s a genuine, personable friend to everyone who calls “backstage.”

Mr. Norris’ duties are various and on any Saturday night if you’ll stick around him awhile you’ll hear him answer at least a hundred questions the likes of which you’ve never heard before. Is Faron Young married? Can I see Hank Snow? Where’s Ernest Tubb? Could I speak to Carl Smith? And, on and on the questions are popped at him as the night goes on!

This job calls for a mammoth memory. For the “officer backstage” as he is often referred to must remember the names and faces of the more than one hundred and twenty stars and musicians—in addition to the visiting disk jockeys, music publishing reps, record company officials, and the “trade” people in general who file

through the “backstage” doors at the Ryman Auditorium.

Things are not serious all the time, though. And one of the funniest incidents, Mr. Norris recalls, is the time when a group of fellow officers who work “out front” teamed up to play a joke on him—allowing one of the fans to slip through to the “backstage.” Before Mr. Norris realized what had happened, the boy had made his way to the stage, proceeded to get himself a fiddle and started playing music along with Roy Acuff.

“It’s always been a pleasure to work on the greatest country music show—The Grand Ole Opry, and it’s been a pleasure working with the head of the Artist Bureau,—Jim Denny,” Mr. Norris said.

Mr. Norris comes to work at seven o’clock and works “backstage” until midnight. And then he goes to the Ernest Tubb Record Shop for the show and broadcast of Tubb’s “Midnight Jamboree”, which lasts until one o’clock Sunday morning. Mr. Norris has been with the City of Nashville Police Department for twenty-five years and for the past sixteen years has been an active traffic officer. He came to work at Ryman Auditorium and Grand Ole Opry in 1941.

Hamilton Returns To Civilian Disk Jockeying

NEW YORK—Sergeant Mark Hamilton, official radio and television announcer for the United States Army will be honorably discharged from the service on June 24th.

Prior to his military service, Hamilton was a well-known disk jockey and commercial announcer in Canada. During the past 3 weeks, Hamilton has announced an average of 25 network radio shows and two television shows per week. Included among these were “Songs by Eddie Fisher”, “Soldier Parade” with Arlene Francis, “Coun-

try Jamboree” (the only regularly scheduled network country disk jockey show in America) and the dramatic show “Proudly We Hail” thus making Hamilton the most heard announcer in the United States broadcasting on all networks.

Upon his return to civilian life, Hamilton will once again enter the commercial radio and television field. He has been signed by Mark Bogart and Peter Paul who have already lined up a number of important radio and television commercials and film narration jobs for him.

America's foremost gospel quartet...

THE BLACKWOOD BROTHERS QUARTET

Latest RCA Release

“CHURCH TWICE ON SUNDAY”

b/w

“WILL HEAVEN BE HEAVEN WITHOUT YOU”

RCA Victor 20/47-6128

RCA VICTOR
FIRST IN RECORDED MUSIC



Radio, TV & Concert Artists

Mgr.

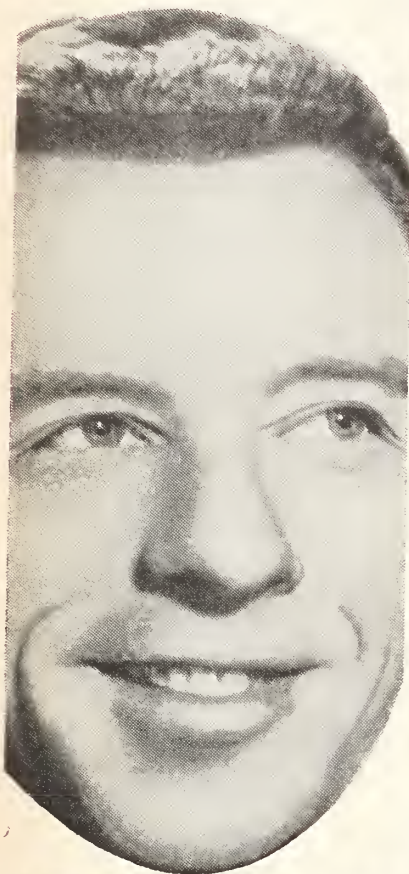
JAMES BLACKWOOD

186 Jefferson Ave., Memphis, Tenn.

Phones 8-1477 — 5-7496

“It’s What’s in THE CASH BOX That Counts”

winning an unbroken
succession of
country and Western
Hits on
**RCA VICTOR
RECORDS**



HANK SNOW

The Singing Ranger

**I'M GLAD
I GOT
TO SEE YOU
ONCE AGAIN**

**CRYIN'
PRAYIN'
WAITIN'
HOPIN'**

20/47-6154

a "New Orthophonic" High Fidelity Recording



Country Disk Jockey Association Directors Meet



LEFT TO RIGHT:

Nelson King, President	WCKY	Cincinnati 1, Ohio
Tommy Sutton, Secretary	WAVI	Dayton, Ohio
Councilman James Fitzmorris		New Orleans, La.
Dal Stallard	KCMO	Kansas City, Missouri
Earl Davis, Treasurer	WFGH	Bristol, Va.
Cracker Jim Brooker	WMIE	Miami, Florida
Tom Perryman	KSIJ	Gladwater, Texas

NEW ORLEANS — The annual meeting of the board of directors of the Country Music Disk Jockey Association was held at the Roosevelt Hotel in New Orleans, La. June 6th through 9th. Those present were the Chairman, Nelson King of WCKY in Cincinnati; Secretary, Tommy Sutton of WAVI in Dayton, Ohio; Dal Stallard of KCMO in Kansas City; Cracker Jim Brooker of WMIE in Miami, Fla.; Tom Perryman of KCIJ in Gladwater, Texas; and Earl Davis from WFGH in Bristol, Va. Jimmie Davis had been instrumental in seeing that everything was set up and ready for the meeting.

The Honorable James Fitzmorris, City Councilman acting in behalf of Mayor Morrison DeLessups, presented each member with a key to the city and made each an honorary citizen. Wednesday was "fishing day" aboard the Nemo III as guests of W. L. "Guy" Billups and everyone came back with fish.

Along with routine business some of the special subjects discussed were plans for participation in National Country Music Day held each May 26th; a drive for new members; immediate action on a news organ publication for the membership; a planned policy for participation in charity shows; the employment of an outside agency to handle promotion and administration; and further control of records with suggestive lyrics. All members were well pleased with the renewed life of real country music and the cutting down of the use of undesirable material by recording companies. Plans were also discussed for the association's meeting in Nashville which is again set with the WSM Disk Jockey Festival in November.

Requests for further information about CMDJ can be addressed to the secretary, Tommy Sutton, at WAVI in Dayton, Ohio, or to Helen King, at WCKY in Cincinnati.

THE TEN COUNTRY RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK (PLUS THE NEXT TEN)

1. SATISFIED MIND Porter Wagoner (RCA Victor)
2. LIVE FAST, LOVE HARD,
DIE YOUNG Faron Young (Capitol)
3. MAKING BELIEVE Kitty Wells (Decca)
4. YELLOW ROSES Hank Snow (RCA Victor)
5. IN THE JAILHOUSE NOW Webb Pierce (Decca)
6. THERE SHE GOES Carl Smith (Columbia)
7. WOULD YOU MIND Hank Snow (RCA Victor)
8. NO ONE, DEAR, BUT YOU Johnnie & Jack (RCA Victor)
9. I DON'T CARE Webb Pierce (Decca)
10. CUZZ YORE SO SWEET Simon Crum (Capitol)
11. BALLAD OF DAVY CROCKETT. 12) IT TICKLES. 13) ARE
YOU MINE. 14) I WANNA, WANNA, WANNA. 15) IN THE
JAILHOUSE NOW, # 2. 16) OLD LONESOME TIMES. 17) THAT'S
WHAT MAKES THE JUKE BOX PLAY. 18) I'VE BEEN THINKING.
19) CATTLE CALL. 20) BABY, LET'S PLAY HOUSE.

*"Thank
You"*
Dee Jays...



**Jimmy
Newman**

— Latest Release —

**"BLUE
DARLING"**

b/w

**"LET ME STAY
IN YOUR ARMS"**

DOT # 1260

*My Best Wishes
to*

THE CASH BOX

Happy Anniversary

FEATURED STAR

KWKH

"Louisiana Hayride"

Personal Management

SLICK NORRIS

P. O. BOX 653, HIGHLAND, TEX.



"Only those records best suited for commercial use are reviewed by THE CASH BOX"



Martha CARSON

Thanks Disc Jockeys for your
many votes and for voting me
Most Programmed Sacred Singer
in The Cash Box Poll for 1955

NOW recording exclusively for
RCA Victor Records

Mgr.

X. COSSE

3415 Tremble Road
Nashville Tennessee
Phone: 9-9904

"My Sincere Appreciation
To Everyone
Many, Many Thanks"

DEL WOOD



"The Down Yonder Girl"

NOW EXCLUSIVELY ON
RCA Victor Records

With Piano Stylings of

"HOME SWEET HOME"

b/w

"NAUGHTY WALTZ"

RCA Victor 20/47-6080

RCA VICTOR



Hank Snow's All Star Jamboree



TAMPA, FLA.—Veteran showman and promoter, Col. Tom Parker, recently gave country music a real boost. At a time when some had been saying business was off, Col. Parker put together one of the largest country music 'talent packages' to date, and went on tour. The net result was one of the most successful tours of his long career. And, Col. Parker pointed out that country music is still 'big' at the box office when properly co-ordinated. Pictured above is the impressive line-up of talent listed on one of Col. Parker's "outdoor displays" on the lawn at the Ft. Hesterly Armory in Tampa, Florida—one of the cities where the show played!

Faron Young in Movies

HOLLYWOOD, CAL.—Al Gannaway, who parlayed a TV idea into a big stake to finance four motion picture productions, announces with Charles Ver Halen as partner, the formation of a new motion picture and TV Production Company, Gannaway Ver Halen Inc.

Faron Young is Gannaway's discovery for movies, although Young is not new to the entertainment business. He is one of Capitol's hottest country properties.

Faron has been one of the top stars at Grand Ole Opry for the past few years and it was there that Gannaway discovered Young.

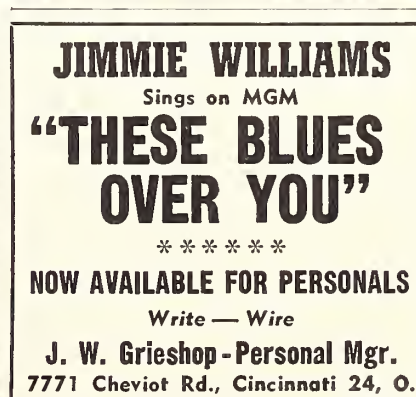
First feature to be released introducing Young, also stars Richard Arlen and Bruce Bennett and is entitled "Hired Guns." The film is shooting this week at Corringanville and at Kling Studios, Hollywood, Calif.

Young plans to continue his career at the Opry.

Tubb On Tour



NASHVILLE, TENN. — Ernest Tubb (Decca) and his personal manager, Gabe Tucker, discuss plans for Tubb's forthcoming tour of the Northwest. It's been four years since the Grand Ole Opry entertainer has toured this area. Tucker is mapping the tour which will begin in October!



B+ Country Best Bet ANOTHER GREAT HIT

BY
EDDIE DEAN & JOANIE HALL
Sign On The Door
c/w
Open Up Your Door, Baby
#207

COMING UP
WHITEY KNIGHT
I Can't Stop Lovin' You
c/w
Another Brew, Bartender
#205

NEW RELEASES ALL GOING STRONG
BOBBY BYRD
Delicious Are Your Kisses
c/w
Please Don't Hurt Me
#203

LONNIE BARRON
You're Not The First Girl
c/w
Sentimental Me, Sentimental She
#201

LYNN HOWARD
Left Over Love
c/w
Blue Shadows
#202

THE FRONTIERSMEN
Sing Me A Song I Can Cry To
c/w
She Was Kissin' Somebody Else
#161

EDDIE DEAN
I Dreamed Of A Hillbilly Heaven
c/w
Stealing
#180
Impatient Blues
c/w
Cry Of A Broken Heart
#188
Walk Beside Me
c/w
Blessed Are They
#199

SAGE & SAND RECORDS
5653 1/2 Hollywood Blvd.
HOLLYWOOD 28, Calif.
HO 9-1527

Thanks, Dee Jays
for the many spins . . .

FRED BAKER

"I'M NOT GIVIN' UP
THAT EASY"

b/w

"I FISH WITH A WISH"

Capitol 3132

ANNIVERSARY GREETINGS
to THE CASH BOX

THANKS DISK JOCKEYS
ANNIVERSARY
GREETINGS
to
THE CASH BOX

MEL MALLORY
Mallory Music Publications
630 BARONNE STREET
NEW ORLEANS, LA.

Record Distributors

And The Lines They Handle

ALABAMA

BIRMINGHAM

Gulf States Dist. Co. Inc.
700 Second Ave. N.
(Decca)

R. P. McDavid Co. Inc.
1430 Second Ave. S.
(RCA Victor; Groove)

Reid Dist. Co.
1724 Fifth Ave. N.
(Broadcast; GTJ; Contemporary; Concert Hall; Prestige; Vox; Blue Note; Vanguard)

ARIZONA

PHOENIX

Old Timer Distributors
3703 N. 7th St.
(Alegre; Aladdin; Aqua; Big Town; Black Mountain; Broadcast; Folk Dancer; Folkraft; Four Star; Gilt Edge; Hoedown; Hoedown Hall; Intro; Kismet; Lamp; Longhorn; Marlinda; MacGregor; Old Timer; Orfeo; Parakeet Lessons; Rainbow; Rivoli; Rondo; Russell; S & G; Sage & Sand; Score; Sets In Order; Shaw; Starday; Wallis; Western Jubilee; Windsor; Young Peoples; Children's Record Guild; Balance)

J. E. Redmond Supply Co.
625 W. Madison
(Decca)

12th Street Record Bar
1154 East Washington St.
(Specialty; Modern; RPM; Flair; Meteor; Savoy; Imperial; Vee Jay; Dootone; Duke; Peacock; Crown; Showtime; United; States; Hollywood; RH; Elco; JOB; Nashboro; Excello; Combo; Seeco; R & B; Starday; Bayou; Swingtime; Chance; Parrot; Kem)

ARKANSAS

PORT SMITH

Wise Radio & TV Supply, Inc.
1001 Towson Ave.
(Tempo)

LITTLE ROCK

Frank Lyon Co.
210 E. Markham St.
(RCA Victor; Groove)

CALIFORNIA

BERKELEY

W. M. VanDeren
2806 San Pablo
(Folk Dancer; Kismet; Western Jubilee; Windsor; Record Guild of Am.; Urania; Oceanic; Folkraft; MacGregor; Sets In Order; Russell)

EL MONTE

Sacred Record Dist. Co.
3173 San Pierre
(Sacred; White Church; Sunday School)

FRESNO

Edco Distributing Co.
2930 Butler Ave.
(RCA Victor)

HOLLYWOOD

Bethlehem Records
7233 Santa Monica Blvd.
(Bethlehem)

Fox Associates
5401 Santa Monica Blvd.
(Latin American; R & B)

Phoenix Recordings
Box 643
(Phoenix)

LOS ANGELES

Ace Dist. Co. Inc.
2534 W. Pico Blvd.
(Peerless; Coast Latin; Falcon)

Allied Record Sales
2542 W. Pico Blvd.
(Abbott; Banner; Aladdin; Score; Intro; Audivox; Gotham; Gee; 20th Century; Savoy; Peacock; Duke; Tico; Rama; Starday; Faber; Falcon; Ideal; Montilla; Seeca; Lamp)

California Record Distributors
2962 West Pico Blvd.
(Audio Tape; AV Tape; Blue Note; Commodore; Concert Hall; Contemporary; Fantasy; Big Golden; GTJ; Handel Society; Haydn Society; Hi Fi Record; Holt Languages; MacGregor; Nocturne; Gene Norman Presents; Oceanic; Old Timer; Omegatape; Pacific Jazz; Riverside; Tom Lehrer; Unicorn; Urania; Westminster)

Capitol Records Dist. Co.
3118 W. 15th St.
(Capitol)

Central Record Sales Co.
2104 Washington Blvd.
(Atlantic; Baton; Chess; Checker; Glory; Epic; Essex; Imperial; Modern; Fortune; Media; New Disc; Josie; Prestige; RPM; Robin; Roost; Nashboro; Excello; Specialty; Storyville; States; United; Mardi Gras; Guyden; Crown; Jubilee; Okeh)

Decca Dist. Corp.
6750 Santa Monica Blvd.
(Decca)

Diamond Record Distributing Co.
2990 W. Pico Blvd.
(Ambassador; Belda; Broadcast; Calcraft Albums; Classic Editions; Cricket; Flair; Wing; Fraternity; Mambo; Meteor; Republic; Music Minus One; Russell; Sets In Order; Lloyd Shaw; Spark; Star Bright; Tempo; Tiffany; Trend; UTC; Vita; Western Jubilee; Windsor)

Jay Kay Dist. Co.
2980 West Pico Blvd.
(Kapp, Norgran, Clef)

King Records
2646 W. Pico Blvd.
(King; Federal; Deluxe; 4 Star)

London Records of Calif. Inc.
445 South La Brea Ave.
(London)

Mercury Record Dist.
2958 W. Pico Blvd.
(Mercury; EmArcy; Childcraft; Playcraft; Wallis Originals; Rhythm Records)

Modern Dist. Co.
2978 W. Pico Blvd.
(Coral; Brunswick; Young Peoples)

RCA Victor Dist. Corp.
2027 S. Figueroa St.
(RCA Victor)

Randart Dist. Co.
4707 Elmwood
(Christian Faith; Layos; Roger Wagner; Jose Mojica; Bridge To Dreamland)

Record Merchandising Co.
2580 W. Pico Blvd.
(Herald; Combo; Dootone; Bruce; Vee Jay; Bowers; Sun; Herald; Sage & Sand; Original; Azteca; Aquila; Colonial; Colony; Discovery; SMC; Coda; 49th State; Cardinal; Major; Allegro; Mars)

Record Sales Co.
2932 W. Pico Blvd.
(X; Groove; Savoy; DeeGee; Spry; Real; Big; Benida; Apollo; Starlite; Tampa; Crown; Rainbow; Debut; Pearl; Century; Starday; Music City; Mambo; Elko; Hollywood; Star; Hickory; Bethlehem)

Stinson Record Dists.
2858 W. Pico Blvd.
(Stinson)

Sunland Music Co. Inc.
1310 S. New Hampshire Ave.
(MGM; Cadence; Dot; Children's Record Guild; Replica; Audio Fidelity; Media; Double AA; Custom; Liberty)

Ray Thomas Co.
1601 S. Hope St.
(Columbia)

OAKLAND

Julian Brown Enterprises
5665 Shafter
(Bell)

Chatton Distributing Co.
1921 Grove St.
(Apollo; Atlantic; Azteca; Bell; Bethlehem; AA; Baton; Commodore; Blue Note; Cardinal; Checker; Chess; Contemporary; Guyden; New Disc; Dot; Duke; Essex; Gene Norman; Groove; Ideal; Glory; Imperial; Jubilee; Pacific Jazz; Peacock; Peerless; Liberty; Kapp; Rainbow; Roost; Specialty; States; Storyville; Media; Sun; Major; Nashboro; Excello; Josie; Herald; Starlite; United)

Slav-Art Music
3257 E. 14th
(Dana)

ORANGE

Howard L. Reynolds Dist.
1211 E. Mayfair Ave.
(Polkaland)

SAN FRANCISCO

Allied Music Sales
371 Sixth St.
(Aladdin; Audivox; Starday; Tico; Dootone; Prestige; Rama; Bee; Score; Intro; Mardi Gras; Fortune; Century; Sage & Sand)

H. R. Brasford Co.
235 15th St.
(Columbia)

Capitol Record Dist. Co.
512 Brannan St.
(Capitol)

Decca Dist. Corp.
525 Sixth St.
(Decca)

Eric Distributors
369 Sixth St.
(Wing; Big; Hickory; Savoy; Herald; Original)

King Records
565 Sixth St.
(King; Deluxe; Federal; 4 Star)

London Records of California
1274 Folsom
(London)

Melody Sales Co.
444 Sixth St.
(Mercury; Clef; EmArcy; Norgran; Crown; Wallis Original; Modern; Flair; RPM; GTJ; Fantasy)

Leo J. Meyberg Co.
33 Gough St.
(RCA Victor)

New Sound
316 Sixth St.
(Audiophile; L'Anthologie Sonore; AV Tape; Boston; Cambridge; Carmel; Comedie Francaise; Concert Hall; Cook; Dial; Elektra; Eterna; Festival; Handel Society; Haydn Society; Heritage; Hi-Fi Record; Jazztape; Lehrer; McIntosh; NCTE; New Editions; New Records; Omegatape; Overtone; Oxford; Period; Philharmonia; Poetry; Rachmaninoff Society; Renaissance; Scala; Scotch Magnetic Tape; SPA; Stradivari; Thos. Tenney; Unicorn; Weathers; Westminster; World Song)

United Music Sales Corp.
440 Sixth St.
(Cadence; Epic; MGM; Brunswick; Coral; Okeh; Young Peoples)

COLORADO

CORTEZ

Montezuma Appliance Co.
(Trumpet)

DENVER

Boyd Dist. Co. Inc.
1661 W. Third Ave.
(Capitol)

Davis Sales Co.
1724 Arapahoe
(Aladdin; Atlantic; GTJ; London; Mercury; Wallis; Abbott; RPM; Flair; Cadence; Windsor; Modern; Old Timer; Frontier; Glory; Dootone; Crown; Dot; Contemporary; Clef; Norgran)

Decca Dist. Corp.
725 S. Broadway
(Decca)

Emco Distributing
2561 S. Broadway
(Elektra; Westminster)

Mountain Distributors
3630 Downing St.
(Cardinal)

Pan American Record Supply
2061 Champa St.
(Coral; MGM; Gilt Edge; Prestige; Vee Jay; Apollo; X; Imperial; Brunswick; Pacific Jazz; Chess; Checker; Essex; Riverside; Record Guild of Am.; Esoteric; Young Peoples; Specialty; Media; Fantasy; Jay Dee; Faber; Herald; Jubilee; AA; Children's Record Guild; Kapp; Savoy; Nashboro; Excello; Storyville; Jubilee; Josie; Major)

Star Dist. Co.
2122 Hooker St.
(Bethlehem; Rainbow)

B. K. Sweeney Elec. Co.
1601 Twenty-third St.
(Columbia; Okeh; Epic)

Ward-Terry Co.
70 Rio Grande Blvd.
(RCA Victor)

Zion Dist. Co.
2056 Champa St.
(Allied; Duke; Cardinal; King; Federal; Deluxe; Four Star; Roost; New Disc; Starlite; Liberty; Sage & Sand; Peacock)

CONNECTICUT

EAST HARTFORD

Eastern Record Dists. Inc.
777 Connecticut Blvd.
(Epic; MGM; GTJ; Cadence; Clef; Okeh; Baton; Modern; RPM; Flair; Crown; Bethlehem; Imperial; Abbott; AA; Faber; Mardi Gras; Apollo; Major; Fantasy; Hi-Fi; Contemporary; New Disc; Nocturne; Savoy; Wallis Original; Sage & Sand; Kapp)

Radio & Appliance Dist.
673 Connecticut Blvd.
(RCA Victor)

Roskin Dists., Inc.
275 Park Ave.
(Columbia)

HARTFORD

Capitol Records Dist. Corp.
25 Pleasant St.
(Capitol)

Decca Dist. Corp.
252 Farmington Ave.
(Decca)

Mercury Distributing of Hartford
160 State St.
(Mercury; Wing)

Seaboard Dist. Co.
796 Albany Ave.
(Coral; Brunswick; 4 Star; Deluxe; Glory; Norgran; King; Federal; Dana; Atlantic; Vox; Dot)

Transdisc Corp.
134 Windsor St.
(X; Pacific Jazz; Rainbow; Roost; Chess; Stella; Debut; Prestige; Discovery; Skylark; Dial; Big; Period; Gotham; Herald; Gene Norman; Spark; Combo; Record Guild of Am; Jubilee; Josie; Tico; Checker; Classic Editions; Storyville; Dootone; Original; Nocturne; Savoy; Old Town; Heritage; Rama; Gee; Harmonia; 20th Century)

PLAINVILLE

Nutmeg Enterprises
13 W. Main St.
(Vee Jay)

DISTRICT OF COLUMBIA

WASHINGTON

Schwartz Brothers
2931 N. E. 12th St.
(Mercury; Atlantic; Aladdin; Westminster; Hickory; Kapp; Wallis Original; Cle; Cadence; Little Golden)

Southern Wholesalers Inc.
707 N. E. Edgewood St.
(RCA Victor; Groove)

FLORIDA

JACKSONVILLE

Binkley Dist. Co.
50 Riverside Ave.
(Apollo; Atlantic; London; MGM; Peacock; Glory; Duke; Swingtime; Tempo; Wallis; Abbott; Baton; Aladdin; Intro; Score; Recorded In Hollywood; Nashboro; Excello; Tico; AA; Dootone; Major; Rama; Gee; Republic; Herald; Savoy; Hickory; Guyden; Sun; Sage & Sand; Benida; X; Starday; Jay Dee; Storyville; Original; Westminster)

Capitol Record Dist. Co.
618-20 Jackson St.
(Capitol)

Dist. Inc.
555 Osceola
(Columbia)

Pan American Dist. Corp.
90 Riverside Ave.
(Blue Note; Cavalcade; Cadence; Clef; Norgran; Chess; Checker; Bibletone; Cardinal; Combo; Debut; Dot; Epic; Essex; Faber; Fantasy; Gotham; GTJ; Flair; Josie; Jubilee; Modern; Kapp; Meteor; Monogram; Okeh; Pacific Jazz; Media; Prestige; RPM; Parrott; Specialty; Trend; Vox; Vee Jay; Zodiac; Savoy; Roninu; United; States; Fraternity; Dauntless; Holt)

MIAMI

Binkley Dist.
301 S. W. Sixth St.
(London; Atlantic; Aladdin; Score; Glory; Sun; Major; Intro; Nashboro; Excello; Peacock; Duke; Herald; Republic; Valley; Jay Dee; Hollywood; Starday; X; Tico; Rama; Gee; MGM; Hickory; Sage & Sand; Imperial; Abbott; Apollo; Baton; Major; Double AA)

Brooke Dist.
412 S. W. Eighth St.
(Decca; Coral)

European Phonograph Co.
1606 S. W. Eighth St.
(Dana; Rudder)

King Records
434 S. W. Eighth St.
(King; Federal; GTJ; Crown; Century; Flair; Trend; Vox; Vee Jay; Zodiac; Savoy; Roninu; United; States; Fraternity; Wallis Original; Dauntless; Holt)

Mercury Record Dist.
436 S. W. Eighth St.
(Mercury; EmArcy; Bethlehem; Roost; Oceanic; Art; Wing)

Pan American Dist. Corp.
3401 N. W. 36th St.
(Blue Note; Cavalcade; Cadence; Clef; Norgran; Chess; Checker; Bibletone; Cardinal; Combo; Debut; Dot; Epic; Essex; Faber; Fantasy; Gotham; GTJ; Flair; Josie; Jubilee; Modern; Kapp; Meteor; Monogram; Okeh; Pacific Jazz; Media; New Disc; Rainbow; Prestige; RPM; Parrott; Specialty; Trend; Vox; Vee Jay; Zodiac; Savoy; Roninu; United; States; Fraternity; Wallis Original; Dauntless; Holt)

Sea Coast Appliance Dist.
1421 N. W. 22nd St.
(RCA Victor; Groove)

MIAMI BEACH

Arcade Latin Shop
1519 Washington Ave.
(Tico; Rama; Gee)

PATTI PAGE

With A Great Up-Tempo Summer Smash

“PIDDILY PATTER PATTER”

**Watch Next Week's Cash Box For The
Flip Side Smash**

Mercury 70657



Record Distributors

And The Lines They Handle

GEORGIA

ATLANTA

All State Record Dist.
220 Courtland St. N.E.
(Abbott; Faber; Baton; Fortune; Guyden;
Fantasy; Sage & Sand Original; Starlite)

Burt Dist. Corp.
120 Edgewood Ave.
(London)

Capitol Records Dist. Co.
535 Courtland St. N.E.
(Capitol)

Columbia Records
1349 Spring St. N.W.
(Columbia)

Decca Dist. Corp.
152 Alexander St. N.W.
(Decca; Coral)

Dixie Distributing Co.
445 Edward Ave. S.E.
(Mercury; Herald; Faber; Epic; Clef; Glory;
Apollo; Okeh; Jubilee; Gilt Edge; Republic;
Excello; Nashboro; Contemporary; Kapp;
Benida; Rainbow; Flair; GTJ; Blue Ridge)

R. D. England Co.
1140 Peachtree St. N.E.
(Vox; Zodiac; McIntosh)

King Records
379 S.E. Edgewood Ave.
(King; Federal; Deluxe; Four Star; Big Town)

Record Distributors
1923 Peachtree St. N.W.
(Windsor; Old Timer; Western Jubilee)

Southland Dist. Co.
441 S.E. Edgewood Ave.
(Aladdin; Atlantic; Diamond; Dot; Intro;
MGM; Peacock; Duke; Savoy; Score; Wing;
Big; Cardinal; X; Swingtime; Wallis Original;
Cadence; Record Guild of Am.; Essex; Trum-
pet; Rih; AA; New Disc; Crown; Original;
States; Specialty; RPM; United; Checker;
Chess; Imperial; Tico; Rama; Modern; Sun;
Liberty; Prestige; Media; Vee Jay; Gee; Me-
teor; Hickory; Starday; Jay Dee; Pacific Jazz;
Storyville; Bethlehem)

The Yancey Co.
1500 N.W. Northside Dr.
(RCA Victor; Groove)

ILLINOIS

CHICAGO

Advance Dist. Corp.
3257 W. Montrose Ave.
(Kismet; Old Timer; Folk; Square Dancer;
Ideal; Windsor)

Aristocrat Dist. Co.
750 E. 49th St.
(Dot; Herald; R & B; Nashboro; Excello)

K. O. Asher
5232 South Dorchester Ave.
(Classic Editions; Esoteric; Walden; Music
Minus One; Riverside; Music Library; Poly-
music; Elektra; Westminster; Children's Record
Guild)

Brason Associates, Inc.
945 W. George St.
(Record Guild of Am.; Bell)

Bronzeville Dist. Co.
4858 So. Cottage Grove
(Sun)

Capitol Records Dist. Corp.
1449 S. Michigan Ave.
(Capitol)

Coral Record Dist.
161 W. Huron St.
(Coral; Brunswick; Dana; Copley)

Decca Dist. Corp.
153 W. Huron St.
(Decca)

Frumkin Sales Co.
2007 So. Michigan Ave.
(Abbott; Aladdin; Accordia; Aqua; Audivacs;
Banner; Black Mountain; Blue Note; Broad-
cast; Canary Warbler; Coda; Commodore;
Contemporary; Crystal; Debut; Discovery;
Faber; Fantasy; Folkdancer; Folkraft; 49th
State; Empirical; Galaxy; GTJ; Jazzman; Hoe-
down Hall; Joco; Jump; Kem; Longhorn;
Intro; MacGregor; Marlinda; Monogram; Mon-
tilla; Pacific Jazz; Parakeet; Gene Norman
Presents; Nocturne; Paragon; Rainbow; Re-
public; Rock Candy; Ronde; S.M.C.; Shaw;
Soma; Southland; Standard; Stella; Tuxedo;
Storyville; Stinson; Tempo; Velmo; Wallis
Original; Western Jubilee)

King Records
1232 E. 47th St.
(King; Federal; Deluxe; 4 Star)

James Martin, Inc.
1341 S. Michigan Ave.
(Atlantic; Broadcast; Dot; Essex; Baton; Gram-
erey; London; Allied; Specialty; Century;
Bethlehem)

M. S. Distributing Co.
2009 S. Michigan Ave.
(Cadence; Clef; Norgran; X; Jubilee; Im-
perial; Modern; Crown; Flair; Kapp; Josie
Fiesta; Guyden; Zodiac; Benida; New Disc;
Original; Starlite; Sage & Sand; Unicorn;
Tom Lehrer)

Midwest Mercury Record Dist.
2021 S. Michigan Ave.
(Mercury)

Music Dists., Inc.
1303 S. Michigan Ave.
(Bethlehem; Wing; Big; Glory; AA; Mardi
Gras; Cardinal; Liberty; Tico; Roma; Majar;
Gee; MGM; Media)

RCA Victor Dist. Corp.
5050 S. Kedzie Ave.
(RCA Victor)

Sampson Electric Co., The
2244 S. Western Ave.
(Columbia)

United Record Dists.
2029 S. Michigan Ave.
(Adlib; Apollo; Blue Lake; Club St; Crazy;
Dootone; Drexel; Duke; Epic; Fortune;
Gotham; Groove; Hollywood; JOB; Legend'e;
Lloyds; Million; New Jazz; Okeh; Parrott;
Peacock; Prestige; Roost; RPM; Savoy; Sig-
nal; Starday; States; Swingtime; Timely;
United; Trumpet)

PEORIA

Decca Dist. Corp.
106 E. State St.
(Decca)

Klaus Radio & Electric Co.
403 E. Lake St.
(RCA Victor)

INDIANA

BLOOMINGTON

Vance-Keen Distributing Co.
119 S. College
(Bell)

INDIANAPOLIS

Associated Distributors
210 S. Meridian St.
(RCA Victor)

Indiana State Record Dist.
1325 N. Capitol
(Abbott; Apollo; Atlantic; Coral; Dot; Big;
Gilt Edge; Jubilee; Peacock; Prestige; Glory;
Savoy; Swing Time; Wallis Original; Ca-
dence; Essex; States; Specialty; Rih; Modern;
Sun; Flair; United; RPM; Gotham; New Disc;
Josie; Majar; 20th Century; Herald; Nash-
boro; Excello; Lucky; Meteor; Brunswick; Re-
public; Chess; Baton; Dootone; Vee Jay;
Checker; Duke; Aladdin; Score; Intro; Media;
Kapp; Jay Dee; Crown; Million S; Showtime;
Money)

Peaslee-Gaulbert Co.
1401 Stadium Dr.
(Decca)

Radio Distributing Co.
P.O. Box 1298
(Capitol)

Radio Equipment Co., Inc.
1010 Central Ave.
(Columbia)

SOUTH BEND

South Bend Radio Dist. Co.
432 Carroll St.
(Capitol)

IOWA

DES MOINES

Decca Dist. Corp.
1217 High St.
(Decca)

Frank's Records
506 Clifton
(Aladdin; Score; Intro)

Gifford-Brown, Inc.
1326 W. Walnut
(Capitol)

Midwest Timmerman
513 E. Court Ave.
(Columbia)

KANSAS

KANSAS CITY

RCA Victor Dist. Corp.
Fairfax & Funston Sts.
(RCA Victor)

WICHITA

Campbell, Carl
210 S. Emporia
(Sun; Century)

KENTUCKY

LOUISVILLE

Ewald Dist. Co.
309 S. 9th St.
(RCA Victor)

Foster Dist. Co.
409 Main St.
(Capitol)

Peaslee-Gaulbert Corp.
226 N. 15th St.
(Decca)

Sutcliffe Co.
609 W. Main St.
(Columbia)

LOUISIANA

NEW ORLEANS

A-1 Dist. Co.
640 Baronne St.
(Abbott; Apollo; Atlantic; Meteor; RPM; Wing;
Okeh; Flair; Specialty; Modern; Peacock; Duke;
Chess; Checker; Herald; United; Glory; Jubi-
lee; Josie; States; Trumpet; Epic; Saturday;
Hollywood; Crown; Dootone; Sun; Vee Jay;
Imperial; Guyden; Media; Cat; Ace; Parrott;
Jubilee; Harlem; Record Guild of Am.; Music
City)

Wm. B. Allen Co.
1601 Orleans St.
(Mercury)

Wm. Amann Dist. Co.
642 Baronne St.
(MGM; Nashboro; Excello; Republic; Riverside;
Baton; Savoy GTJ; Faber; Tico; Rama; Gee;
Aladdin; Cardinal; Score; Contemporary;
Pacific; Jazz; Sage & Sand; Storyville; Young
Peoples; Cadence; Wallace Original; Fantasy)

Decca Dist. Corp.
517 Canal St.
(Decca; Coral; Brunswick)

Interstate Elec. Co.
1001 S. Peters St.
(Columbia)

King Records, Inc.
814 Carondelet St.
(King; Federal; Deluxe; 4 Star)

Mallory Dist.
630 Baronne St.
(Capitol; Dot; X; Hickory; New Disc)

Mercury Dist.
1046 Baronne St.
(Mercury)

TV & Appliance Dist.
500 N. Carrollton Ave.
(Groove)

Walther Bros. Co., Inc.
1722 Poydras St.
(RCA Victor)

SHREVEPORT

Interstate Electric Company
RCA Victor Div.
P. O. Box 1094
1419 Culppepper St.
(RCA Victor; Groove)

Stan Lewis Record Shop
728 Texas St.
(Intro; Score; 7-11; Swing Time; Aladdin;
Peacock; Apollo; Chance; Recorded In Hol-
lywood; Modern; RPM; Sun; Meteor; Trumpet;
Duke; Imperial; Flair; Crown; Tico; Rama;
Gee; Herald; Savoy; Jubilee; Josie; Original;
Timely; Ace; Atlantic; Abbott; Faber; Bruce;
Baton; BBS; Cadence; Combo; Chess; Checker;
Dot; Dootone; Essex; Elko; Feature; Fortune;
Gotham; Harlem; Flair; Excello; Nashboro;
Sun; Majar; Sage & Sand; Parrott; Prestige;
Republic; Red Robin; AA; Vee Jay; Rainbow;
States; United; Specialty; Big Town)

MAINE

PORTLAND

Commercial Distributors
50 Diamond St.
(RCA Victor)

Philco Wholesalers, Inc.
919 Congress
(Columbia)

MARYLAND

BALTIMORE

Barnett Distributors
2580 McCulloh St.
(Apollo; Tico; States; United; Atlas; Chess;
Checker; Bethlehem; Remington; Dale; Debut;
Rama; Gee; Tikva; Cardinal; Forecast; Jay
Harlem)

D & H Dist. Co.
2025 Worcester St.
(RCA Victor; Groove)

Decca Dist. Co.
818 Madison Ave.
(Decca)

General Distributing Co.
2329 Pennsylvania Ave.
(Coral; Dot; Fantasy; Jubilee; Peacock; Chess;
Norgran; Esoteric; Rainbow; Sun; Brunswick;
Checker; Pacific; Jazz; Gotham; Savoy; Duke;
Jay Dee; Faber; Big; AA; Majar; Storyville;
Prestige; Robin; Combo; Parrott; SMC; Josie;
Benida; Liberty; Media; Nocturne; Grand;
Spark; Mardi-gras; Storyville; Baton; Gene

Norman; Sound; Old Town; Glory; Sun;
Original; Century; Vee Jay; Coda; Roost;
New Jazz)

Gimbel Brothers, Inc.
3531 Belair Road
(Epic; MGM; Okeh; Plymouth; Peter Pan;
Wing; Tico; Rama; Gee)

J & F Distributing Co., Inc.
210 McMechen St.
(London; X)

King Records
208 McMechen Ave.
(King; Federal; De Luxe; 4 Star)

Mangold Dist. Co.
211 S. Eutaw St.
(Abbott; Modern; RPM; Imperial; Specialty;
Fortune; Starlite; Sage & Sand; Nashboro;
Essex; Audivox; Editions; Excello; Fiesta;
Herald; Starday; Crown; Flair; Devco; Elektra;
Tuxedo; Jaguar; Dootone; Starlite; Sunset;
Commodore; Guyden; New Disc; Vanguard;
Bluenote; Seeco; Fraternity; Spot-Light; Sims;
Crazy; Musico; Ad Lib)

Nelson & Co.
1000 S. Linwood Ave.
(Capitol)

Joseph M. Zamolski Co.
110 S. Paca St.
(Columbia)

MASSACHUSETTS

ALLSTON

Peter Fischler
10 Allston St.
(Classic Editions; Music Minus One; Elektra)

BOSTON

A B C Dist. Co.
259 Huntington Ave.
(Banner; Good Time Jazz; Allied; Liberty;
Clef; Norgran; RPM; Contemporary; Crown;
Modern; Flair)

Allied Appliance
111 Berkeley St.
(Columbia)

Capitol Record Dist.
273 Huntington Ave.
(Capitol)

Decca Distributing Corp.
138 Ipswich St.
(Decca)

(Mercury Distributing of Boston
259 Huntington
(Mercury)

Music Suppliers of N. E.
263-265 Huntington Ave.
(MGM; Rainbow; Wallis Original; Dot; Wing;
AA; New Disc; Kapp; Majar; Cardinal; Essex;
Jubilee; Dana; Cadence; Nocturne; Sage &
Sand; Century; Ambassador; King; Federal;
De Luxe)

Mutual Dist. Inc.
1255 Tremont St.
(Coral; London; Westminster; Brunswick; Es-
oteric; Riverside; Record Guild of America;
Children's Record Guild; Simon & Schuster;
Young Peoples; Audivacs)

Records Inc.
255 Huntington Ave.
(Abbott; A440; Atlantic; Benida; Bethlehem;
Blue Note; Campus; Cat; Chance; Chess;
Checker; Combo; Commodore; Dale; Disc
Jockey; Discovery; Dootone; Epic; Faber; Fan-
tasy; Gee; Gene Norman; Glory; Jubilee;
Guyden; Hollywood; Imperial; Jaguar; Jazz-
man; Josie; Livingston; Media; Money; Mono-
gram; Nocturne; Okeh; Original; Pacific Jazz;
Pax; Prestige; R & B; Rama; Riviera; Robin;
Roost; Showtime; Soma; Southland; Spark;
Starday; Starlite; Storyville; Stinson; Sun;
Tampa; Tico; Timely; 20th Century; Vee Jay;
Vantage)

Transdisc Corp. of Boston
44 Gainesboro St.
(X; Groove; Big; Mardi Gras; Baton; Aladdin;
Duke; Peacock; Apollo; Fortune; Herald;
United; States; Savoy; Specialty)

CAMBRIDGE

Eastern Co., The
620 Memorial Dr.
(RCA Victor)

Market Distributing Co.
5 Davenport St.
(Bell)

MICHIGAN

DETROIT

Angott Dist.
2616 Puritan
(Latin American)

Arc Dist. Co.
3747 Woodward Ave.
(X; Imperial; Kapp; Faber; Benida; Wing;
New Disc)



Thanks, DJ's for No. 1 Award

**"MOST PROMISING UP AND COMING
FEMALE VOCALIST"**

Jaye P. Morgan

—Cash Box Annual DJ Poll

Personal Management
DURGOM-KATZ ASSOCIATES



Direction
MERCURY ARTISTS CORP.

"It's What's in THE CASH BOX That Counts"

Record Distributors

And The Lines They Handle

Buhl Sons Co.
Ft. of Adair St.
(Columbia)

Cadet Dist. Co.
3766 Woodward Ave.
(Aladdin; Gilt Edge; Good Time Jazz; AA; Score; Prestige; Savoy; Abbott; Dootone; Pacific Jazz; Peacock; Duke; Cardinal; Excelsior; Nashboro; Rama; Tico; Specialty; Sun; Epic; Okeh; Nocturne; Majar; Vee Jay; 20th Century; Gee; Republic; Starday; Mardi Gras; Liberty; Guyden Hollywood; Money; Cadence; Contemporary)

Capitol Dist. Corp.
40-42 Selden Ave.
(Capitol)

Cosnat Dist. Detroit Corp.
3727 Woodward Ave.
(Coral; Big; Checker; Chess; Jay-Dee; Herald; Glory; Hi-Fi; Kahill; Monogram; Old Town; Essex; Rainbow; Ritmo; Sage & Sand; Seeco; Spotlight; Starlite; States; United; Wallis; Dana; Brunswick)

Decca Dist. Corp.
1301 Lafayette Ave.
(Decca)

Detroit Record Sales
8653 Grand River
(Latin American)

King Records
3725 Woodward St.
(King; Federal; Deluxe; 4 Star)

Pan American Dist. Co.
3731 Woodward Ave.
(Apollo; Atlantic; Dot; Mercury; Modern; RPM; Audivacs; Flair; Crown; Clef; Norgran; Roost; Bethlehem)

Radio Dist. Co.
10035 W. McNichols St.
(London)

RCA Victor Dist. Corp.
7400 Intervale Ave.
(RCA Victor)

S & S Dist. Co.
3955 Woodward Ave.
(MGM; Groove; Fantasy; Blue Note; Commodore; Original; Storyville; Dauntless; CRC; YPR)

Square Dance Specialties Dist.
12334 Grand River
(Kismet; Windsor; Western Jubilee; MacGregor; Shaw; Old Timer; Intro; Balance; Longhorn; Black Mountain; Aqua; Hoedown; Folkdancer; Imperial; Sets-In-Order; Folkraft; Rock Candy)

GRAND RAPIDS

Buhl Sons Co.
246 Grandville S. W.
(Columbia)

Republic Dist. Co.
19-25 La Grave Ave. S. E.
(Decca)

SAGINAW

Carson Dist. Co.
708 North Washington
(RCA Victor)

MINNESOTA

MINNEAPOLIS

Lew Bonn Co.
1211 La Salle Ave.
(Epic; MGM; X; Okeh; Guyden)

Capitol Records Dist. Co.
21 E. Hennepin Ave.
(Capitol)

D & D Distributing Co.
44 East Hennepin Ave.
(Pacific Jazz; Bethlehem; Trend; Gene Norman Presents; Fantasy; Nocturne; Blue Note; Prestige; Royal Roost; Prestige; Storyville; Debut; Mars; Accordia; Pacifica; Linear Publications; Skylark; Fiesta; Fantasy)

Decca Dist. Corp.
17-19 E. Hennepin Ave.
(Decca)

Forster Dist. Co.
1122 Harmon Pl.
(Columbia)

F. C. Hayer Co.
250 Third Ave. N.
(RCA Victor; Camden)

Heilicher Brothers, Inc.
1313 Third Ave. S.
(Mercury; Imperial; Clef; Deluxe; Rondo; Benida; Cardinal; Good Time Jazz; Jubilee; Wallis Original; Media; Atlantic; Peter Pan; King; Federal; Soma)

Jather Distributing Co., Inc.
23 E. Hennepin Ave.
(Windsor; Polkaland; Record Guild of Am.; Wing; Starday; Hollywood; Chess; Checker; Young Peoples; Broadcast; Folkraft; MacGregor; Norgran; Old Timer; Potter; Quality; Rainbow; Russell; Sage & Sand; Sets-In-Order; SRC; Standard; Starlite; Word; Soundbook; Remington; St. Olaf; Replica; Royale)

H. N. Lieberman Co.
257 N. Plymouth
(Coral; London; Dot; Cadence; Hickory; Modern; RPM; Flair; Crown; Brunswick; Essex; Abbott; Dootone; Kapp; Fabor; Recoton; New Disc; Century)

ST. PAUL

North Star Music Co.
1936 University Pl.
(Duke; Peacock; Savoy)

MISSOURI

KANSAS CITY

Capitol Record Dist. Corp.
1527 McGee St.
(Capitol)

Choice Records Dist. Co.
321 Southwest Blvd.
(Epic; Okeh)

Decca Dist. Corp.
2028 Broadway
(Decca)

Flemington Dist. Inc.
2560 Holmes St.
(Cardinal; Prestige; MGM; Century)

King Records
105 East Thirty-First St.
(King; Federal; Deluxe)

Mayflower Sales Co.
2012 Baltimore Ave.
(Columbia)

ST. LOUIS

Capitol Records Dist. Co.
1909 Washington Ave.
(Capitol)

Commercial Music, Inc.
2630 Olive St.
(Tico; Rama; Prestige; United; Gee; Glory; Show-Me; Rhondo; Fantasy; Old Timer; Pacific Jazz; Sun; Hickory; Benida; Baton; Commodore; Okeh; Contemporary; TNT; Essex; States; Good Time Jazz; Epic; Norgran; Young Peoples; Cardinal; Angel Representative; New Disc; Vee Jay; Sound; 20th Century; Gotham; Teen; Robin)

Decca Dist. Corp.
701 N. 16th St.
(Decca)

Interstate Supply Company
4445 Gustine Ave.
(RCA Victor)

King Records
2112 Olive St.
(King; Federal; De Luxe)

Mayflower Sales Co.
1935 Washington Ave.
(Columbia)

Mercury Distributing of St. Louis
1933 Washington St.
(Mercury)

Midwest Dist. Co.
2642-44 Olive St.
(Apollo; Blackwood Bros.; Checker; Chess; Coda; Crown; Dauntless; TNT; Duke; Excelsior; Fabor; Flair; Gene Norman Presents; Groove; Harlem; Jubilee; Josie; Tom Lehrer; Modern; Nashboro; Peter Pan; RPM; Rainbow; SMC; Spark; Specialty; Storyville; Trumpet; Windsor; Zodiac; X)

Recordist Dist. Co.
1913 Washington
(MGM; London)

Roberts Record Dist.
1722 Washington Ave.
(Aladdin; Broadcast; Coral; Dot; Cadence; Big; Dootone; Kapp; Sage & Sand; Original; Intro; Score; Peacock; Savoy; Record Guild of Am.; Brunswick; Imperial; Herald; Western; Jubilee; 4 Star; Republic; Abbott; Monarch; AA; M-A; Guyden; Majar; Audivacs; Clef; Wallis Original; Atlantic; Starlite; Century; Starday; Hollywood; Bethlehem)

MONTANA

BILLINGS

Central Dist. Co.
P. O. Box 1551
(Capitol; Good Time Jazz; Contemporary)

Heald Supply Co.
3008 First Ave. N.
(RCA Victor)

BUTTE

E & R Distributing Co.
15 E. Granite St.
(Decca)

GREAT FALLS

Music Service Co.
204 S. Fourth St.
(Coral; London; MGM; Mercury; Essex; Media; New Disc; Josie; Century; Jubilee; Dot; Imperial; Abbott; Gilt Edge; 4 Star; Cadence;

Brunswick; Fabor; Cardinal; Groove; X; Fantasy; Clef; Norgran)

NEBRASKA

OMAHA

Choice Records Dist. Co.
1206 Farnum Ave.
(Epic)

Murphy Sales Co.
711 S. Sixteenth St.
(MGM; Essex; 4 Star; AA; Majar)

Sidles Co.
7302 Pacific
(RCA Victor)

Square Dance Dist. Co.
1916 Farnam St.
(Old Timer; Western Jubilee; Windsor; MacGregor; Long Horn; Sets In Order; Black Mountain; Intro; Imperial)

SHELTON

K. & K. Record Dists.
(Cardinal)

NEW JERSEY

ENGLEWOOD

Progressive Dist.
131 S. Woodland St.
(Jazzology; Progressive; GHB)

NEWARK

All-State New Jersey Inc.
457-463 Chancellor Ave.
(London; MGM; Mercury; Clef; Kapp; Peter Pan)

American Square
(Kismet; Folk; Square Dancer)

Capitol Records Dist. Co.
83 Lock St.
(Capitol)

Cosnat Dist.
415 Halsey St.
(Cadence; Coral; Jubilee; Rainbow; Big; Majar; Monogram; Original; Soma; Starlite; Glory; Commodore; Remington; Brunswick; Dana; Dot; Josie; Kem; Gene Norman; Norgran; Red Robin; Groove; Jay Dee; Herald; Fiesta; Grand; Good Time Jazz; Contemporary; Seeco; Monogram; Hi-Fi; Paragon; Sage & Sand; Ritmo; New Disc; Unicorn)

Dance Record Distributors
1161 Broad St.
(Folkraft; Rock Candy; Balance; Harmonia; Sonart; Shaw; Star Day; Longhorn; Hoedown; Black Mountain; Balkan; Crystal; Kolo Festival; Swiss Festival; MacGregor; Old Timer; Windsor; Western Jubilee; Smart; Rondo; Stanchel; Kismet; Ambassador)

Decca Dist. Corp.
81 Emmett St.
(Decca)

Essex Record Dist. Co.
114 Springfield Ave.
(Aladdin; Intro; Score; King; Federal; Peacock; Duke; Prestige; Savoy; United; Pacific Jazz; Atlantic; Essex; Tico; Rama; States; Glory; Okeh; Monarch; Robin; Vee Jay; Fantasy; Gotham; Modern; RPM; Sun; Flair; Imperial; Meteor; Chess; Checker; 20th Century; Abbott; Nashboro; Excelsior; Ambassador; Apollo; Herald; Wallis Original; Dootone; Fortune; Specialty; Stella; Sonart; Roost; Coda; Regent; De Luxe; Fabor; Gee; Audivacs; Epic; Bethlehem; Benida; Guyden; Crown; Media; Jay Dee; Parrott; Baton; AA; Jan; Mardi Gras; Storyville; Cardinal; Nashboro; Nocturne; Tuxedo; Excelsior)

Krich-New Jersey, Inc.
428 Elizabeth Ave.
(RCA Victor)

Laredy Record Dist. Corp.
46 Green St.
(Wing)

Times-Columbia Dist.
37 Bridge St.
(Columbia)

NEW YORK

ALBANY

Decca Distributing Corp.
320 Broadway
(Decca)

RCA Dist., Inc.
36 Broadway—Menands
(RCA Victor)

Roskin Bros., Inc.
1827 Broadway
(Columbia)

Leonard Smith, Inc.
1064 Broadway
(MGM; Abbott; Audivacs; Benida; Cardinal; Bell; Dana; Little Golden; Peter Pan; Crickett; AA; Checker; Guyden; Media; Original; Record Guild of Am.; Young Peoples; Children's Record Guild; Bethlehem; Fantasy; Contemporary

Jazz; Good Time Jazz; Pacific Jazz; Riverside Jazz; Storyville; Vanguard; Epic; Chess; Dootone; Liberty; Rama; Gee; Duke; Essex; Dot; Fabor; Imperial; Jubilee; Majar; New Disc; Rapp; Josie; Okeh; Cadence; Plymouth; Royale & Varsity; Sage & Sand; Wallis; MacGregor; Tico; Nocturne)

BUFFALO

Capitol Records Dist. Co.
1066 Main St.
(Capitol)

Decca Dist. Corp.
1233 Main St.
(Decca)

Faysan Dist., Inc.
506-20 Seventh St.
(Columbia; Okeh; Epic; Essex; Atlantic; Wing; Baton; Benida; Chess; Checker; Good Time Jazz; Jubilee; Rainbow; Bethlehem; Tico; Rama; Gee; Norgran; Apollo; Prestige; Dot; Guyden; Media; New Disc; Savoy; Fantasy; Josie; Pacific Jazz; Storyville; Beacon; Blue Note; Bruce; Cat; Cavalcade; Contemporary; Dee Gee; Fantasy; Fiesta; Grand; High Fidelity; Imperial; Jay-Dee; Lloyds; Marble; New Jazz; Pacifica; Riviera; Roninu; Roost; Entre)

King Records
814 Main St.
(King; Federal; De Luxe; 4 Star)

Melody Dist. Corp.
881 Main St.
(AA; Abbott; Brunswick; Cadence; Cardinal; Coral; Crown; Dana; Dootone; Duke; Fabor; Glory; Sage & Sand; Flair; Fraternity; Herald; Majar; Modern; Liberty; Peacock; RPM; X)

M & N Dist. Co.
620 Washington St.
(London; MGM; Wallis Original; Kapp; Nocturne)

Metro Dist., Inc.
852 Main St.
(Mercury; Clef; Record Guild of Am.; Golden Record Chests)

RCA Victor Dist. Co.
1209 Broadway
(RCA Victor)

Henry Schunke
1080 Broadway
(Dana; Polo; Melodia; Balkan; Ivandezso; Ukrainian; Stella; Kogut; Musico)

FAR ROCKAWAY

Harlem Hit Parade
2112 Carnegie Ave.
(Apollo; Modern; RPM; Aladdin; Score; Chess; Checker; Nashboro; Excelsior; Intro; Imperial; Meteor; Flair; Trumpet; Vee Jay)

NEW YORK CITY

Affiliated Publishers, Inc.
20 W. 47th St.
(Bell)

Alpha Distributing Co.
457 W. 45th St.
(Audivacs; Rama; Tico; Gotham; Lloyd; Wing; Tuxedo; Fortune; Crown; Spark; United; States; Vee Jay; Sun; Celtic; Sonart; Ambassador; Standard; Nashboro; Excelsior; Parrott; Chess; Checker; Stella; Flair; Crown; Apollo; Cardinal; Pic; Nocturne; Anchor; Meteor; Unique; Double AA; Dootone; Combo; Gee; Guyden; Imperial; Treat; Money; Watco; Harlem)

Bruno-New York, Inc.
460 W. Thirty-Fourth St.
(RCA Victor)

Capitol Records Dist. Co.
253 W. Sixty-Fourth St.
(Capitol)

CBS International
488 Madison Ave.
(Tico; Rama; Gee)

Antonio Contreras
225 West 68th St.
(Marilu Records)

Coral Records, Inc.
820 10th Ave.
(Coral; Brunswick; Copley)

Cosnat Dist. Co.
315 W. Forty-Seventh St.
(Atlantic; Abbott; Dot; Jubilee; Norgran; Hansen; Spotlight; Kahill; Glory; Big; Monogram; Rainbow; Kismet; Dana; Josie; Fabor; Beacon; Cat; Grand; New Disc; Herald; Essex; Red Robin; Commodore; Good Time Jazz; Contemporary; Hollywood; Jay Dee; Seeco; Original; Gene Norman Presents; Fraternity; Custom Sound; Groove; Vanguard; Riverside; Unicorn; Josie; Kem; Majar; Old Town; Sage & Sand; Soma; Starlite; Remington; Folk; Kismet; Century; Square Dancer)

Daro Exports Ltd.
21 East 40th St., Rm 1004-5
(New Records)

Decca Dist. Corp.
3280 Broadway
(Decca)

Thanks Again!
DISK JOCKEYS
 for NO. 1 AWARD
**"MOST PROGRAMMED
 VOCAL GROUP"**

from Annual Cash Box—DJ Poll



Personal Management: HERB KESSLER

Direction: MCA

Record Promotion: VICTOR SELSMAN

"It's What's in THE CASH BOX That Counts"

Record Distributors

And The Lines They Handle

Green Bros.
101 West 31st St.
(Success; Holmes Royal)

Ideal Record Products
549 W. 52nd St.
(MGM)

International Dist.
762 Tenth Ave.
(Kingsway; Glenside; Peerless)

King Records, Inc.
565 Tenth Ave.
(King; Federal; De Luxe; 4 Star)

London Record Distributing Co.
541 W. Twenty-Fifth St.
(London)

Malverne Dist., Inc.
424 W. Forty-Ninth St.
(Wallis Original; Fantasy; Clef; Liberty; Cadence; Pacific Jazz; Kapp; Baton; Bethlehem; Mardi-Gras; Sound; Marble; Media; Record Guild)

Melody Record Supply, Inc.
693 Tenth Ave.
(Banner)

Mercury Record Dist.
721 11th Ave.
(Mercury)

Musart Dist. Corp.
760 Tenth Ave.
(Sound of Our Times; Music Library)

Paradox Industries, Inc.
142 W. 46th St.
(Joco)

Phoenix Disc Dist. Co.
(Esoteric)

Pocket Books, Inc.
630 Fifth Ave.
(Bell)

Polymusic
204 E. 46th St.
(Polymusic)

Portem Dist.
733 11th Ave.
(Prestige; Savoy; Duke; Peacock; Aladdin; Baton; Benida; Overtone; U. of Okla; Score; Intro; RPM; Imperial; Okeh; Modern; Regent; Bacchanal; Blue Note; Specialty; Roost; Epic; Riverside; Storyville; Debut; Paragon)

Record Export & Dist. Co.
1125 6th Ave.
(Success; Holmes Royal)

Rival Dist.
107 E. 110th St.
(Fiesta; Marvella; Rinoy; Rival; Mardy)

Sorority-Fraternity Record Co.
12 West 117th St., Suite 5E
(Co-Ed; Two Gents)

Stanley-Lewis
642 Tenth Ave.
(Classic Editions; Period; Walden; A-440; Music Minus One; Bartok; Bach Society; Eterna; Elektra; Festival; Oxford; New Editions; Oceanic; Perspective; Program; Rachmaninoff; Renaissance; Stradivari; Valdocay; Philharmonia)

Times-Columbia Dist., Inc.
353 Fourth Ave.
(Columbia)

Transdisc Corp.
740 10th Ave.
(X)

Westminster Record Co.
275 Seventh Ave.
(Westminster)

SYRACUSE

Morris Dist. Co.
1153 W. Fayette St.
(RCA Victor)

Onondaga Supply Co., Inc.
344 W. Genesee St.
(Columbia)

NORTH CAROLINA

CHARLOTTE

Bertos Sales Co.
2214 W. Morehead St.
(Jubilee; Mercury; Chess; Checker; Cardinal; Glory; Clef; Exello; United; Nashboro; Recorded In Hollywood; Herald; States; Okeh; Epic; Josie; Groove; Crown; Emarcy; Storyville; Cadence; Starday; Vee Jay)

Capitol Records Dist. Co.
614 W. Morehead St.
(Capitol)

Carol Dist. Corp.
124 W. Morehead St.
(Decca)

F. & F. Enterprises
803 S. Cedar St.
(Apollo; Gotham; 20th Century; Wallis Original; Brunswick; Fabor; Bethlehem; Duke; Cat; Blue Note; Fiesta; Kapp; Parrot; Blue Lake;

Regent; Rama; Tico; Tuxedo; Baton; Gee; Nocturne; Meteor; R & B; Rainbow; Ronnex; Majar; AA; Big; Media; Majar; Southland; Jazzman; Empirical; Vaya)

King Record Dist.
819 W. Morehead St.
(King; Federal; De Luxe; 4 Star)

Mangold Dist. Co.
2212 West Morehead St.
(Aladdin; Abbott; Dot; MGM; Essex; London; Republic; Modern; RPM; Sun; Imperial; Dootone; Norgran; Guyden; Original; Flair; Meteor; Specialty; Good Time Jazz; X; Hickory; Pacific Jazz; New Disc; Sage & Sand; Contemporary)

Southern Bearings & Parts Co.
500 North College St.
(Columbia)

Southern Radio Co.
1625 W. Morehead St.
(RCA Victor)

GREENSBORO

Southland Music Merch. Co.
526 South Elm St.
(Young Peoples; Children's Record Guild; Peter Pan; Audio Book Records)

OHIO

CINCINNATI

A & I Record Dist. Co.
521 W. Sixth St.
(Aladdin; Apollo; Prestige; Savoy; Gotham; Recorded In Hollywood; 20th Century; Fantasy; Cardinal; Okeh; United; Imperial; Flair; Peacock; Duke; Herald; Rama; Pacific Jazz; Tico; Fortune; Vee Jay; States; RPM; Epic; Jay Dee; Modern; Sage & Sand; Herald; Hollywood; Crown; Flair; Groove; Storyville; Original; Gee; Trend)

Capitol Records Dist. Corp.
815 Sycamore St.
(Capitol)

Decca Dist. Corp.
Sixth & Court Sts.
(Decca)

Hit Record Dist. Co.
1043-1045 Central Ave.
(Atlantic; Cat; Blue Note; Baton; Glory; Cadence; Dot; Fabor; Folkcraft; Goodtime Jazz; Contemporary; Kapp; Norgran; Commodore; Hickory; Century; Lehrer; X; Rainbow; Record Guild; Guyden; New Disc; Wallis Original; Specialty; Empirical; Southland; Specialty; Starlight)

Home Products, Inc.
Columbia Record Div.
901 Broadway
(Columbia)

King Record Dist.
1540 Brewster Ave.
(King; Federal; De Luxe)

Ohio Appliances, Inc.
804-808 Sycamore St.
(RCA Victor)

Sanborn Music Co.
25 W. Court St.
(London; MGM; Vox; Bethlehem)

Jimmie Skinner Music Co.
222 E. Fifth St.
(Dot)

State Record Dist.
920 Race
(Abbott; Coral; Wing; Big; AA; Benida; Chess; Checker; Dootone; Nashboro; Exello; Media; Sun; Jubilee; Josie; Majar)

Supreme Dist. Co.
10000 Broadway
(Mercury; Clef)

CLEVELAND

Benart Dist. Co.
327 Frankfort Ave.
(Dot; Gilt Edge; Gramercy; AA; Abbott; Peacock; Swing Time; Allied; Wallis Original; Prestige; 20th Century; Baton; Media; Recorded In Hollywood; Duke; Crown; RPM; Rama; Atlas; Modern; Flair; Mardi Gras; Cardinal; Liberty; Meteor; Gotham; Tico; Ambassador; Aladdin; Dootone; Guyden; Sage & Sand; Audivac; Gee)

Capitol Record Dist. Co.
104 N. W. St. Clair Ave.
(Capitol)

Cosnat Dist. Corp.
1233 W. 9th St.
(Essex; Jubilee; Atlantic; Fabor; Big; Cat; Josie; Glory; Gene Norman; Old Town; Coral; Rainbow; Dana; Herald; Starday; Commodore; Monogram! Original; Paragon; Hollywood; Chess; Clef; Checker; Specialty; Majar; Norgran; Sun; Million \$; Showtime; Money; Ritmo; Red Robin; Roost; Seeco; Starday; Starlite; Storyville; Brunswick; New Disc; Nocturne)

Custom Dist., Inc.
1735 Chester Ave.
(X; Epic; Kapp; Savoy; Apollo; Exello; Nashboro; Hickory; Town & Country; Groove; Tempo; Gotham; Fortune; 20th Century; Okeh; Custom; Fiesta; Fortune; Glenside)

Decca Dist. Corp.
746 W. Superior Ave.
(Decca)

King Records
1714 Chester St.
(King; Federal; De Luxe)

Main Line Cleveland, Inc.
1260 East 38th St.
(RCA Victor)

Ohio Record Dist.
1737 Chester Ave.
(Fantasy; Benida; United; States; Veeday; Cadence; Pacific Jazz; Good Time Jazz; EmArcy; Contemporary; Mercury)

Sanborn Music Co.
736-38 N. W. Superior Ave.
(London; MGM; Vox; Bethlehem)

Seaway Distributors
620 Frankfort Ave.
(Columbia)

HUBBARD

"Music-Please" & "Records" Co.
Box 228
(Broadway; Chess; Checkers; Vee-Jay; Apollo; Aladdin; Jazz-West; Cardill; Dootone; Score; Intro; Rainbow; Old Timer; Barnett; Dauntless-International; Fortune; Hollywood Record Guild; Todays)

OSHERLIN

Radio Station WOBC
163 West College St.
(Yeoman)

TOLEDO

Main Line Dist., Inc.
380 South Erie St.
(RCA Victor)

Ben Rubin Dist. Co.
1034 Grand Ave.
(Decca)

VIENNA

Trumbull Record Sales
Box 284
(Dome; Fireside; Trumbull)

OKLAHOMA

OKLAHOMA CITY

B & K Dist. Co.
608 N. Hudson
(Chess; Checker; MGM; Abbott; Fabor; AA; Clef; Norgran; Sage & Sand; RPM; Modern; Flair; Crown; Nashboro; Apollo; Majar; United; States; Dootone; Exello; Westminster; Royale; Old Timer)

Capitol Record Dist. Co.
1219 W. Main St.
(Capitol)

Dulaney Dist. Corp.
100 N. W. 44th St.
(RCA Victor; Groove)

King Records
612 N. Hudson
(King; Federal; De Luxe)

Leo Maxwell Co., Inc.
409 N. Classon Blvd.
(Decca; Coral)

Miller-Jackson Co.
111-115 E. California St.
(Columbia)

Oklahoma Record & Supply Co.
627 N. W. Second St.
(Atlantic; A. C. Barnett Specialty Records; Cardinal; Cadence; Cat; Glory; Herald; Fantasy; Epic; Okeh; Dot; Ember; Essex; Good Time Jazz; Hickory; Imperial; Duke; Century; Jubilee; Kapp; London; Mercury; Media; New Disc; Josie; Majar; Aladdin; Pacific Jazz; Duke; Peacock; X; Savoy; Specialty; Sun; Vee-Jay; Record Guild of Am.)

OREGON

PORTLAND

B. G. Record Service
337 N. W. 6th
(Abbott; Apollo; Atlantic; Diamond; AA; Bowery; Baton; Dot; Fantasy; Intro; Score; Jubilee; Prestige; Rainbow; Savoy; Swing Time; Guyden; New Disc; Josie; Checker; Chess; United; States; 4 Star; Trumpet; Modern; RPM; Sun; Imperial; Nashboro; Exello; Storyville; Majar; Meteor; Cardinal; Specialty; Fabor; Hollywood; Starday; Aladdin; X; Audivac; Starlite; Vee Jay; Century; Groove; Riverside; Ambassador; Rama; Tico; Gee; Herald; Flair; Money; Showtime; Million \$; Josie; Crown; Look)

North Pacific Supply Co.
2025 North West Overton St.
(RCA Victor)

Richter Record Dist. Co.
2115 N. W. Northrup St.
(MGM; MacGregor; Western Jubilee; Good Time Jazz; Contemporary; Pacific Jazz; Tempo; Remington; Plymouth; Linden; Gene Norman Presents; Custom; Cricket)

PENNSYLVANIA

HARRISBURG

D & H Dist. Co.
2535 N. Seventh St.
(RCA Victor)

PHILADELPHIA

Edw. S. Barsky, Inc.
2522 N. Broad St.
(MGM; X; Majar; AA; Kapp; Audivacs)

Capitol Records Dist. Co.
1343 W. Cumberland St.
(Capitol)

Cosnat Dist. Co.
1710 North St.
(Abbott; Dot; Atlantic; Jubilee; Big; Century; Ember; Fabor; Rainbow; Dana; Essex; Herald; Classic; Glory; Gene Norman; Nocturne; Esoteric; Starday; Good Time Jazz; Jay Dee; Grand; Monogram; Remington; Ritmo; Contemporary; Hollywood; Sound; Josie; Beacon; Old Town; Red Robin; Dootone; Clef; Norgran; Starlite; Hi-Fi; Kem; Rainbow; Fraternity; Cat; Grand; Original; Seeco; Sage & Sand; Storyville; New Disc)

Decca Dist. Corp.
1934 Arch St.
(Decca)

Elmar Dist. Co.
17 S. 21st St.
(Wing; Bell)

Gotham Record Corp.
1626-32 Federal St.
(Baton; Benida; Cardinal; Checker; Chess; Coda; Combo; Crown; Duke; Exello; Fantasy; Flair; Gee; Gotham; Harlem; Liberty; Mambo; Media; Nashboro; Hickory; Tuxedo; Modern; Pacific Jazz; Peacock; Prestige; Rama; Sun; Storyville; RPM; SMC; Spark; Stella; Tico; Unique; 20th Century; Vee-Jay)

Grimes Music Pub.
250 South Broad St.
(GMP; Vod-Vil; Hokem; Co-Op)

John-Harold Co.
1618 N. Broad St.
(London; Coral; Brunswick; Cadence)

King Records
1242 N. Broad St.
(King; Federal; De Luxe; 4 Star)

Lesco Dist.
17 S. Twenty-First St.
(Angel; Bach Guild; Bartok; Sounds of our Times; Vanguard; Vox; Westminster; Choo Choo Train; Dauntless International; Rivoli; Tempo; Tom Lehrer Songs; Audio Archives; Audio Rarities; Caedmon; Discographies; Bell; Hits A Poppin'; Prom; Wing; Doubleday; Henry Holt; Barnett; Ficker; French; Sabra; Book; Commodore; Jump; Pax; Riverside; Art; Audio Fidelity; Discus; Musico; Odeum; Copley; Kinor; Jewish Music Documentary Soc.; Tikva; Musart; Weston; Big Golden; Little Golden; Cricket; Harvard University Band; Aeolian Skinner; Moeller; Replica; Audio Masterworks; Bornand Music Box; Weathers; Folkraft; Hoe Down Hall)

Stuart F. Louchheim Co.
1229 N. Broad St.
(Columbia)

Marnel Dist.
1622 Fairmont Ave.
(Aladdin; Apollo; Broadcast; Intro; Epic; Okeh; Orfeo; Score; Savoy; Swingtime; Fortune; Recorded In Hollywood; Record Guild of Am.; Walden; Polymusic; Imperial; Specialty; Bethlehem)

Musicart Records
1715 Chestnut St., Dept. 204
(Musicart; Reliance; Silver Song; Picture; Pops; Bingo)

Philadelphia Record Dist.
1514 Fairmont Ave.
(United; States; Guyden)

David Rosen, Inc.
855 N. Broad St.
(Mercury; Emarcy; Mardi Gras)

Raymond Rosen & Co.
2121 Market St.
(RCA Victor)

Scottie-Crosse Co.
1423 Spring Garden St.
(Clipper)

PITTSBURGH

Alco Record Dist. Co.
906 Forbes St.
(Atlantic; Mercury; Cadence; Nocturne; Kapp)

VIRGINIA RICHMOND

Chesterfield Recording Artist



CHESTERFIELD RECORDS

and

MAC, THE MOVIE-DOG (hear his Chesterfield Records)—POLO MARCO—GEORGE WYLE AND HIS ORCHESTRA—REX KOURY AND HIS ORCHESTRA—LITTLE JOE RAND—THE COCOAS—TIM McCLOUD—THE COFFEES—CLEET STEWART—FORREST LEE—and all the rest of the artists

Wish To Extend To THE CASH BOX

BEST WISHES ON ITS THIRTEENTH ANNIVERSARY

CHESTERFIELD RECORDS, BOX 3193, BEVERLY HILLS, CALIFORNIA

Made by RCA Victor

"It's What's in THE CASH BOX That Counts"

Record Distributors

And The Lines They Handle

Capitol Records Dist. Co.
2020 W. Liberty Ave.
(Capitol)

Danforth Corp.
6500 Hamilton Ave.
(Columbia)

Decca Dist. Corp.
923 Pennsylvania Ave.
(Decca)

East Coast Dist.
633 Liberty Ave.
(Fantasy; Pacific; Prestige; Contemporary; Good
Time Jazz; Blue Note; Roost; Norman; No-
turne; Debut; Trend; Storyville; Omegatape;
Russell; Stepping Tones; Dance)

Hamburg Bros.
213 Galveston Ave.
(RCA Victor)

Lomakin Music Co.
633 Liberty Ave.
(Prestige; Fantasy; Storyville)

Portal Dist. Co.
5928 Kirkwood St.
(X; Clef; Norgran; Roost; Town & Country;
Benida; Chess; Checker; Groove)

R B & S Record Dist.
2014 5th Ave.
(Specialty; Baton; Chess; Checker; Aladdin;
Apollo; United; States; Nashboro; Vee Jay;
Starlite; Excelsio)

Sanborn Music Co.
906 Federal St. NS
(London; MGM; Epic; Vox; Bethlehem; Okeh)

Standard Dist. Co.
1705 Fifth Ave.
(Abbott; Audivacs; Cardinal; Coral; Glory;
Original; Rainbow; Century; Crown; Essex;
Dana; Dootone; Dot; Duke; Fabor; Flair; Her-
ald; AA; Media; Guyden; New Disc; Josie;
Imperial; Jubilee; Modern; RPM; Rama; Mardi
Gras; Gee; Majar; Savoy; Spark; Tico)

SCHUYLKILL HAVEN

Ace Electronics
338 Dock St.
(Record Corp. of Am.; Royale; Varsity; Gram-
ophone; Allegro-Royale)

SCRANTON

Scranton Supply & Machine Co.
634 Wyoming Ave.
(Decca)

RHODE ISLAND

PAWTUCKET

Conte Distributors
61 Division St.
(Grenoble)

PROVIDENCE

Eddy & Co., Inc.
43 Hospital St.
(RCA Victor)

TENNESSEE

GALLATIN

Randy's Record Dist.
321 W. Main St.
(Atlantic; Dot; Jubilee; Peacock; Josie; Duke;
Apollo; Checker; Chess; Imperial; Flair; Sun;
Chancellor; Gotham; 20th Century; Modern; Re-
corded In Hollywood; RPM; Meteor; United;
States; Vee Jay; Savoy; Aladdin; Intro; Score;
Herald; Nashboro; Excelsio; Specialty; Dootone)

KNOXVILLE

McClung Appliances
310 Georgia St.
Box 3266
(RCA Victor; Groove; Camden)

MEMPHIS

Capitol Records Dist. Corp.
786 Madison Ave.
(Capitol)

Glen Allen Co., Inc.
1150 Union Ave.
(Aladdin; Atlantic; Score; Wallis Original;
Windsor; RPM; Cadence; Cardinal; Norgran;
Hickory Original; Fabor; Mercury; Clef; JATP;
Good Time Jazz; Parrott)

King Records
1092 Union Ave.
(King; Federal; De Luxe; Golden)

McGregor's, Inc.
1071 Union Ave.
(RCA Victor; Groove)

Music Sales Co.
1117 Union Ave.
(Abbott; Apollo; Blackwood Bros.; Wing;
Glory; Checker; Chess; Dot; Duke; Feature;
Crown; RPM; Flair; Herald; Hollywood; Im-
perial; Dootone; Guyden; Excelsio; Baton;
MGM; AA; Essex; Liberty; Media; Original; X;

RCA; Modern; Nashboro; Peacock; New Disc;
Record Guild (Kiddie); Red Robin; Jubilee;
Josie; Majar; Sage & Sand; Savoy; Specialty;
Starday; States; Starlite; Sun; United; Vee-Jay;
Word; Meteor)

Stratton-Warren Hdware Co.
37 E. Carolina Ave.
(Decca; Coral; Brunswick)

Woodson & Bozeman, Inc.
733 So. Somerville St.
(Columbia; Okeh; Epic)

NASHVILLE

Buckley Dist. Co.
1707 Church St.
(Chess; Checker; Vee Jay; Imperial; States;
United; Duke; Peacock; Sun; Crown; Atlantic;
Savoy; Baton; Flair; Modern; RPM; Herald;
Aladdin; Republic; Specialty)

Ernie's Record Shop
179 Third Ave., North
(Apollo; Peacock; Duke; Hollywood; Dootone;
Imperial; Meteor; Chess; Checker; Gotham;
Herald; RPM; Sun; Flair; Modern; 20th Cen-
tury; Savoy; United; States; Vee Jay; Aladdin;
Dot; Score; Intro; Money; Shaday; Million \$;
Showtime)

King Records, Inc.
1805 Church St.
(King; Federal; De Luxe; 4 Star)

Hermitage Music Co.
74 Lafayette St.
(Dot; Sun; Hollywood; Starday; Million \$;
Showtime; Money)

Music City Record Sales
80 Lafayette St.
(Abbott; Fabor; Atlantic; Blackwood; Mercury;
Cat; Checker; Chess; Fantasy; Republic; Baton;
Media; Parakeet; Canary; Daniel; Dot; Duke;
Essex; Herald; Hollywood; Imperial; Jubilee;
Josie; Feature; Aladdin; Nashboro; Excelsio;
New Disc; Kapp; Wallis; Pacific Jazz; Peacock;
Starday; Sun; Peter Pan; Vee Jay)

TEXAS

DALLAS

Adleta Co.
1914 Cedar Springs
(RCA Victor; Groove)

Big State Dist. Co.
137 Glass St.
(Coral; Dot; Apollo; Abbott; AA; Glory; Ca-
dence; Atlantic; Broadcast; Checker; Baton;
New Disc; Majar; Chess; 4 Star; Herald; Okeh;
Brunswick; Specialty; Cardinal; Original; Cen-
tury; Storyville; Nashboro; Excelsio; Republic;
Duke; TNT; Peacock; Jay Dee; Epic; Sun; Josie;
Starlite; Starday; X; Hickory; Essex; Jubilee;
Guyden; Media; Kapp; Ambassador; Tico;
Rama; Gee; Aladdin; Score; Intro; Modern;
RPM; Crown; Fabor; Flair; Sage & Sand; Pa-
cific Jazz; Fantasy)

Capitol Record Dist. Co.
1801 N. Industrial Blvd.
(Capitol)

Cook Dist.
1630 N. Industrial Blvd.
(Mercury)

Decca Dist. Corp.
139 Cole St.
(Decca)

Dobbs of Dallas
135 Leslie St.
(MGM; Tiffany; Audivacs; Combo; Dootone;
Liberty; Savoy; Wallis Original; Clef; Norgran;
United; States; Record Guild of Am.; Meteor;
Original)

King Records
146 Leslie
(King; Federal; De Luxe)

Medaris Co., Inc.
1202 Dragon St.
(Columbia)

Texas Records, Inc.
2207 Cedar Springs Rd.
(London)

EL PASO

Boyd Dist. Co., Inc.
2209 Mills St.
(Capitol)

Country Record Distributors
830 Mt. Latona Rd.
(Bowery; Hickory)

Frontier Dist. Co.
1200 E. Missouri
(MGM; X)

M. B. Krupp Dist.
309 So. Santa Fe St.
P. O. Box 951
(Abbott; Dot; Fabor; 4 Star; AA; Imperial;
Sage & Sand; Starday; Sun; Aladdin; Apollo;
Atlantic; Baton; Cat; Century; Checker; Chess;
Combo; Dootone; Duke; Excelsio; Flair; Herald;
Jay Dee; Jubilee; Josie; Modern; Money; Okeh;
Peacock; R & B; RPM; Red Robin; Savoy; States;
Trumpet; United; Tico; Rama; Gee; Guyden;
Vee Jay; Black Mt.; Broadcast; Crystal; Clef;

Norgran; Media; RPM; Folkraft; Globe; Hoe-
down Hall; Nashboro; Majar; Intro; Longhorn;
MacGregor; Old Timer; Sets In Order; Lloyd
Shaw; Western Jubilee; Windsor; Square Dance
Books; Rainbow; Custom; Contemporary; Fan-
tasy; Good Time Jazz; Pacific Jazz; Prestige;
Starlite; New Disc; Record Guild (Children);
Starbright; Cardinal; Crown; Epic; Essex; Kapp;
Media; Alegre; Azteca; Colonial; Corona; Coro-
nado; Falcon; Fiesta; Globe; Ideal; Peerless &
Coast; Okeh; Philmos; Real; Rio; Seeco)

Albert Mathias Co.
113 S. Mesa
(Columbia)

Midland Specialty Co.
425 W. San Antonio St.
(RCA Victor; Groove)

Momsen, Dunnegan, Ryan Co.
800 E. Overland St.
(Decca)

Record Dist. Co.
900 N. Piedras St.
(X)

Sunland Supply Co.
1200 E. Missouri
(London; Coral; Wallis Original; Brunswick;
Specialty; Monarch; King; Federal; De Luxe;
Cadence; Bethlehem; Peter Pan)

HOUSTON

Hummingbird Record Co.
3804 Travis St.
(Prestige; Bethlehem; Sage & Sand; Storyville)

King Records
1904 Leeland Ave.
(King; Federal; De Luxe)

Lone Star Records
2009 Ebony St.
(Wing; Big; Starlite)

South Coast Amusement
314 E. Eleventh St.
(MGM; Okeh; Abbott; Broadcast; Dot; Glory;
Baton; Media; Guyden; New Disc; Cardinal;
4 Star; Chess; Checker; Century; United;
States; Starday; Epic; Hickory; Fabor; Tico;
Rama; Gee; Apollo; Original; Essex; Holly-
wood; Vee Jay; Fabor; X)

United Record Dist.
1902 Leeland Ave.
(Atlantic; Coral; Peacock; Cadence; Dootone;
Jubilee; Josie; Majar; Savoy; RPM; Crown;
Pacific Jazz; Trumpet; AA; Sun; Kapp; Fantasy;
Herald; Specialty; Brunswick; Sho-Me; Amba-
sador; Aladdin; Nashboro; Excelsio; Duke; Mod-
ern; Flair)

J. A. Walsh & Co.
4301 Gulf Freeway
P. O. Box 1657
(RCA Victor; Groove)

SAN ANTONIO

General Appliance Co.
906 Nolan St.; P. O. Box 68B
(Decca)

Santone Sales Co.
412 S. Main St.
(Capitol; Clef; Norgran)

The Perry Shankle Co.
1801 S. Flores St.
(RCA Victor; Groove; Camden)

SAN BENITO

Rio Grand Music Co.
P. O. Box 861
(Ideal)

WACO

Rio Grande Music Co.
P. O. Box 861
(Westminster)

UTAH

OGDEN

Zion Dist. Co.
130 W. 28th St.
(Allied; Essex; Roost; Cadence; Bethlehem;
Skylark; Tampa; X; Groove; Modern; Crown;
RPM; Flair; New Disc; Century; Cardinal; Vox;
Vanguard; Tiffany; King; Federal; De Luxe; 4
Star; Prestige; AA; Starlite; Majar; Liberty;
Sage & Sand; Jazz Man; Discovery; Media;
Dootone; Duke; Peacock; Mars; Trend; Hi-Fi;
Savoy)

SALT LAKE CITY

Cordova's
543 W. 3rd North
(Sun)

Davis Sales Co.
106 W. 3rd St. South
(Score; Intro; Abbott; Good Time Jazz; Glory;
Fabor; Clef; Norgran; Contemporary; Mercury;
4 Star; Westminster; Aladdin)

Edwards, Inc.
531 S. State St.
(Columbia)

El Rancho Cordova
543 West Third St.
(Ideal; Falcon; Corona; Peerless; Seeco; Real
Tico; Fiesta; Azteca; Colonial; Sarg; Globe;
Dawn; Pop Sacred; Maze; Blend; Cash)

Flint Dist. Co.
316 W. 2nd St.
(RCA Victor)

E. E. Pritchett
622 South State St.
(Capitol)

Salt Lake Hardware Co.
P. O. Box 510
(Decca)

Standard Supply Co.
225 E. 6th St. So.
(MGM; London; Coral; Imperial; Brunswick;
Monarch; Fantasy; Josie; Wallis Original; Pa-
cific Jazz; Jubilee)

VIRGINIA

RICHMOND

Allen Dist. Co.
420 W. Broad St.
(Abbott; Apollo; Dot; Jubilee; London; AA;
Glory; Cardinal; Majar; Century; Savoy; Sun;
Imperial; Meteor; Flair; Dootone; Herald; Mod-
ern; Peacock; Duke; 20th Century; Baton; Rain-
bow; Vee Jay; Gotham; Checker; Chess; Nash-
boro; Excelsio; New Disc; United; Blue Ridge;
Recorded In Hollywood; RPM; Essex; States;
Specialty; Zodiac; Guyden; Media; X; Original;
Fabor; Starday; Jay Dee; Valley; Tico; No-
turne; Sage & Sand; Tuxedo; Gee; Rama;
Trend; Crown; Tip Top; Pacific Jazz; Roost)

B. T. Crump Co.
1310-34 E. Franklin
(Columbia)

Decca Dist. Corp.
2701 W. Leigh St.
(Decca)

King Records, Inc.
216 E. Main St.
(King; Federal; De Luxe; Four Star)

Wyatt-Cornick, Inc.
Grace at Fourteenth St.
(RCA Victor; Groove)

WASHINGTON

SEATTLE

B. G. Record Service
2701 3rd St. cor Cedar
(X; Starlite)

C & C Dist. Co.
708 Sixth Ave., N.
(Mercury; Fantasy; Wallis Original; Chess;
Checker; Prestige; Specialty; Four Star; Crown;
Flair; Josie; Sage & Sand; Jubilee; RPM; Mod-
ern; Young Peoples; Rama; Gee; Bethlehem;
Sun; Clef; Tico; Pacific Jazz)

Decca Dist. Corp.
3131 Western Ave.
(Decca)

Fidelity Electric Co.
960 Republican St.
(RCA Victor)

Huffine Distributors
3131 Western Ave.
(Wing; Coral; Brunswick; Epic; Okeh)

Love Electric Co.
318 Westlake Ave. N.
(Columbia)

New Sound
427 Westlake Ave., N.
(Westminster)

N. W. Tempo Dist. Co.
310 Ninth Ave. N.
(Aladdin; Ambassador; Apollo; Herald; Glory;
Baton; London; Broadcast; MGM; Good Time
Jazz; Rainbow; Western Jubilee; Essex; Old
Timer; AA; Benida; Cardinal; Norgran; King;
Federal; Cadence; Atlantic; Abbott; Dootone;
Liberty; Media; Majar; Peacock; Duke; Con-
temporary; Fabor; Guyden; New Disc; United;
States; Nashboro; Excelsio; Vee Jay; Century;
Dot; Windsor; De Luxe; Rama; London)

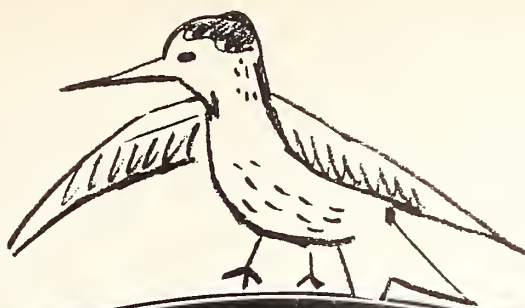
SPOKANE

Columbia Elec. Mfg.
123 S. Wall St.
(Columbia)

WEST VIRGINIA

CHARLESTON

King Records, Inc.
402 Lee St.
(King; Federal; De Luxe; 4 Star)



current

"HUMMINGBIRD"

b/w

"GOODBYE, MY LOVE"

Capitol No. 3165

*Congratulations, and many many thanks
Les and Mary*

PERSONAL MANAGEMENT

GRAY GORDON

667 Madison Ave.
New York City, N. Y.

MEL SHAUER

9110 Sunset Blvd.
Hollywood, Cal.

DIRECTION

GENERAL ARTISTS CORP.

EXCLUSIVELY

CAPITOL RECORDS

GIBSON GUITARS

Record Distributors

And The Lines They Handle

WISCONSIN

MADISON

Tell Music Dist. Co.
2702 Monroe St.
(Coral; Brunswick; Mono; Epic; Fraternity;
Okeh)

MILWAUKEE

Capitol Records Dist. Co.
1434 N. Farwell Ave.
(Capitol)

Decca Dist. Corp.
321 E. Chicago St.
(Decca)

Demo Records Man. & Dist.
1421 N. 21st St.
(Circus Calliope Music; Music Box Music;
Nickelodeon Music; Carrousel Music)

Major Dist., Inc.
626 E. Ogden Ave.
(Mercury; Wallis Original)

Morely-Murphy Co., Inc.
5151 W. State St.
(Columbia)

M. S. Distributing Co.
c/o Radio Doctors
213 W. Wells St.
(X)

Taylor Electric Co.
4080 N. Port Washington Rd.
(RCA Victor)

SHEBOYGAN

Polkaland Records
1210 N. 8th St.
(Polkaland)

CANADA

CALGARY, ALBERTA

T. H. Peacock
216 12th Ave. W.
(Decca; Coral; Brunswick; Apex; Cadence; 4
Star; Pacific Jazz; Good Time Jazz; Windsor)

Taylor, Pearson & Carson, Ltd.
308 Fifth Ave. W.
(Mercury; MGM; Quality; Reo)

LACHINE, QUEBEC

Compo Company, Ltd.
2377 Remembrance
(Decca; Coral; Brunswick; Apex; Mignon)

MONTREAL

Bouthiller Musique
6405 Rue St.-Hubert
(Kismet; Folk; Square Dancer)

Canadian Music Sales Corp., Ltd.
3303 St. Catherine St. E.
(See Canadian Music in Toronto)

Canus Dist. Ltd.
67 Prince Arthur St.
(Latin-American; Melodia; Polonia; Bartone)

Capitol Records Dist. of Canada Ltd.
7861 St. Lawrence Blvd.
(Capitol)

Custom Sound & Vision Ltd.
1500 Sherbrooke St. W.
(Clef; Norgran)

Erpol Music Ltd.
417 St. Peter St.
(Australon [elite]; Bach Society; Bartok; Bar-
tone; Blue Note; Classic Editions; CRS; La
Comedie Francaise; Debut; Dial; Discovery;
Discus; Elite; Esoteric; Eterna; Fiesta; Gala;
Musico; New Records; Oceanic; Odeum; Para-
dox; Pax; Period; Philharmonia; Prestige; Pro-
gram; REB; Renaissance; Roost; Scala; Seeco;
STA; Stella; Stradivari; Storyville; Tico; Vien-
nola; Festival; Heimat; Melodisc; New Jazz;
Schwann LP Catalogue)

London Records of Canada, Ltd.
736 Wellington St.
(London)

Metrodisc, Inc.
5016 Sherbrooke St., West
(MGM; Mercury; Reo; Quality)

Musimart of Canada, Ltd.
901 Bleury St.
(Angel; Vox; Vox Polydor; Soria; Haydn So-
ciety; Vanguard; Urania; Montilla; Caedmon;
Handel Society; Lyrichord; Stinson; Coda; SMC;
Dana; Parade; Atlantic; Pathe; Peter Pan; Chil-
dren's Record Guild; Young Peoples; Little
John; Vox Music Master Alb.; Disques Pierrot;
Banner; Standard; Polo; Argee)

LONDON, ONTARIO

Spartan of Canada, Ltd.
P. O. Box 398
(Spartan; AA; Benida; Majar)

OUTREMONT, QUEBEC

Pocket Books of Canada, Ltd.
1090 Pratt Ave.
(Bell)

TORONTO, ONTARIO

Apex Records, Ltd.
670 Richmond St. W.
(Decca; Apex; Coral; Brunswick)

Canadian Music Sales Corp., Ltd.
1261 Bay St. Toronto, Ont.
Montreal

(Argo; A440; Aeolian-Skinner; Allied; Art;
Audio Masterworks; Audio Rarities; Beaver;
Boston; Educo; Elektra; Ems; International
Sacred; The Investigator; Jay; Magic-Tone;
Moller; Old Timer; Opus; Orfeo; Overtone;
Parakeet; Polymusic; Replica; Scottish Clan;
Stinson; Thistle; X; Walden; WCFM)

Capitol Records of Canada, Ltd.
318 Richmond St. W.
(Capitol)

Custom Sound & Vision Ltd.
390 Eglinton Ave. W.
(Classic Editions; Music Minus One; Clef;
Norgran)

MacKay Record Dist., Ltd.
30-32 Duncan St.
(London; Beltona; International; Durium; Tele-
funken; L'Oiseau-Lyre; Ducret Thomson)

Margas Dist. Agency
807 Yonge St.
(Biltmore; Aragon; Arrow)

Morris Dist. Agency
1580 Queen St. W.
(Fantasy; Savoy; Pacific Jazz; Commodore;
Aladdin; Storyville; Bethlehem; Vee Jay; Con-
temporary; Good Time Jazz)

Ontario Sales Div., Quality Records Ltd.
380 Birchmount Rd.
(Mercury; MGM; Quality; Reo)

Quality Records, Ltd., Ontario Sales Div.
380 Birchmount Rd.
(MGM; Quality; Rama; Trend; Mercury; Big;
Essex)

Sniderman Music Hall
714 College St.
(Kismet; Folk; Square Dancer)

Gordon V. Thompson, Ltd.
902 Yonge St.
(Gavotte; Rondo; Tempo; Varsity; Gramophone;
Allegro; Imperial; Musico; Sonart; Harmonia;
Record Guild of Am)

H. G. Young Sales Co.
(Polymusic)

VANCOUVER

Aragon Sales
615 W. Hastings St.
(Accordia; Cle; Contemporary; Discovery; Fan-
tasy; Gene Norman Presents; Good Time Jazz;
Harmony; High Fidelity; Nocturne; Norgran;
Pacific Jazz; Record Guild of Am.; Skylark;
Plymouth-Remington; Sparton; Wallis)

Dance Craft
1406 West Broadway
(Windsor)

Johnston Appliances Ltd.
5239 Victoria Drive
(Coral; Brunswick; Decca; Apex)

MacKenzie, White & Dunsmuir
1100 Venable St.
(MGM; Mercury; Quality; Reo)

Radio Sales Service Ltd.
970 Richards St.
(Capitol)

Texal Ltd.
1132 A. Burrard St.
(Young Peoples; Westminster; Aragon; London;
Epic)

WINNIPEG, MAN.

Modern Products Co., Ltd.
1373 Portage Ave.
(London; Epic; Aragon; Sparton; Alvina; Mac-
gregor; Windsor; Western Jubilee; Hoedown;
Sets-In-Order)

Monarch Record Dist.
4th Flr. Galt Bldg.
(Mercury; MGM; Quality; Reo)

ARGENTINA

BUENOS AIRES

Finaco, S. R. L.
Sarmiento, 814
(Clef; Norgran)

Industrias Electricas
Corrientes 485
(Coral; Brunswick)

Sicamericana S. R. L.
Sgo. del Estero No. 1460
T. E. 23 0228
(Trend)

AUSTRALIA

MELBOURNE

Radio Corporation Pty., Ltd.
Box 845—J. G. P. O.
(Clef; Norgran)

SYDNEY

E. M. I. Sales & Ser.-Pty. Ltd.
301 Castlereagh St.
(Coral; Brunswick)

AUSTRIA

WEIN

Austrophon-Schallplatten Studio
Lothringerstrasse 20
(Clef; Norgran)

Weiner Phillips Ton BMBH
Schwarzenbergplatz 2
(Coral; Brunswick)

BELGIUM

BRUSSELS

Anvers Radio S. A.
10 Place de L'yaer
(Coral; Brunswick)

Gramophone S. A.
171 Blvd. Maurice-Lemonnier
(Clef; Norgran)

CHINA

HONG KONG

Colonial Trading Co.
P. O. Box 950
(Clef; Norgran)

D. E. Levy
10 Ice House St.
(Classic Editions; Music Minus One)

DENMARK

COPENHAGEN

Nordisk Polyphon A. S.
Ostergade 26-B
(Coral; Brunswick)

Tono-Grammofonplader
1 Dorteavej
(Clef; Norgran)

GERMANY

HANNOVER

Deutsche Grammophon
Gesellschaft
78 Podbielskistrasse
(Coral; Brunswick)

ENGLAND

LONDON

Decca Records
1 Brompton Road
(Essex; Media)

Parlaphone Records
8-11 Great Castle
(AA; Majar)

FRANCE

PARIS

Elektra Records Ltd.
25 Ave. Bugeaud
(Elektra)

La Compagne Phonographique Francaise
20 Rue De Madrid
(Clef; Norgran)

HAWAII

HONOLULU

Hawaiian Electric Supply
930 Clayton St.
(Decca)

Honolulu Paper Co. Ltd.
1105 Kapiolani Blvd.
(Columbia)

Microphone Music
222 N. Bretania
(Baton, Prestige; Guyden; Sun; Vee Jay; Her-
ald; Sage & Sand; Jubilee; Josie; Savoy)

Musical Dists.
210 Mokauea St.
(London)

Nylen Bros. Ltd.
P. O. Box 2958
(Capitol; Pacific Jazz)

HOLLAND

THE HAGUE

C. N. Rood
Weteringkade 37
(Coral; Brunswick)

HEEMSTEDE

Gramofoonplatenfabriek
N. V. Verkoopmaatschappij "Boreme"
Bronsteeweg 49
(Clef; Norgran)

INDIA

CALCUTTA

Gramophone Co. Ltd.
P. O. Box 48
(Coral; Brunswick)

JAPAN

TOKYO

Japan Polydor Co. Ltd.
No. 57, 6-Chome
Aoyamakita-Machi
(Coral; Brunswick)

MEXICO

MEXICO, D. F.

Discoteca Internacional
Danubio 10
(Bethlehem; Fantasy; Clef; Norgran; Pacific
Jazz; Storyville)

Cia Importadora de Discos S. A.
Quertado 229-101
(Coral; Brunswick)

Trans Radio Disc
(Esoteric)

NORWAY

OSLO

Proton S. A.
Rosenkrantzgaten 11
(Coral; Brunswick)

SOUTH AFRICA

CAPETOWN

Trutone Africa Ltd.
P. O. Box 2323
(Clef; Norgran)

DURBAN

Trutone Africa Ltd.
P. O. Box 2638
(Clef; Norgran)

JOHANNESBURG

Gallo Records
161 President St.
(Essex; Media)

Trutone Africa Ltd.
P. O. Box 9299
(Clef; Norgran; Benida)

Trutone Africa Ltd.
32 Bosman Rd., Ophirton
(Clef; Norgran; Benida)

PORT ELIZABETH

Trutone Africa Ltd.
P. O. Box 1034
(Clef; Norgran)

SWEDEN

SUNDYBERG

Svenska Siemens Aktiebolag
Jarnvagagsten 12
(Coral; Brunswick)

SWITZERLAND

ZURICH

Edition Eulenburg
Stockerstrasse 37 GmbH
(Classic Editions; Music Minus One)

Siemens Electrizitatszeugnisse-
Aktiegesellschaft
Lowenstrasse 35
(Coral; Brunswick)

Wurlitzer Service
(Atlas)

Gratefully

Frankie Laine



current release

"HUMMINGBIRD"
and
"MY LITTLE ONE"

Columbia
40526; 4-40526

COLUMBIA  **RECORDS**



Direction:
GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

Congratulations and Thanks Fellas....



Frank Sinatra



THE CASH BOX JUKE BOX REGIONAL REPORT

The Top Ten Records—City by City

New York, N. Y.

1. Unchained Melody (Hibbler/Hamilton/Baxter)
2. Cherry Pink (Perez Prado)
3. Honey Babe (Art Mooney)
4. Learnin' The Blues (F. Sinatra)
5. A Blossom Fell (Nat Cole)
6. Something's Gotta Give (McGuire/Davis)
7. Dance With Me Henry (Georgia Gibbs)
8. Heart (Eddie Fisher)
9. Rock Around The Clock (Bill Haley)
10. Sweet And Gentle (A. Dale)

Detroit, Mich.

1. House Of Blue Lights (Chuck Miller)
2. Love Me Or Leave Me (Sammy Davis)
3. Learnin' The Blues (F. Sinatra)
4. Man In A Raincoat (Priscilla Wright)
5. Smack Dab In The Middle (Mills Bros.)
6. Alabama Jubilee (Ferro String Band)
7. Unchained Melody (Al Hibbler)
8. Something's Gotta Give (Davis/McGuire)
9. Cherry Pink (Perez Prado)
10. A Blossom Fell (Nat Cole)

Los Angeles, Calif.

1. Bandit (Eddy Barclay)
2. Unchained Melody (Hibbler/Baxter)
3. Alabama Jubilee (Ferro String Band)
4. Hard To Get (G. MacKenzie)
5. Something's Gotta Give (McGuire)
6. Dance With Me Henry (Georgia Gibbs)
7. Cherry Pink (Perez Prado)
8. Rock Around The Clock (Bill Haley)
9. Honey Babe (Art Mooney)
10. Davy Crockett (Bill Hayes)

Atlanta, Ga.

1. Cherry Pink (Perez Prado)
2. Unchained Melody (Baxter/Hibbler)
3. Dance With Me Henry (Georgia Gibbs)
4. Something's Gotta Give (McGuire)
5. Learnin' The Blues (F. Sinatra)
6. A Blossom Fell (Nat Cole)
7. Davy Crockett (Parker/Hayes)
8. If I May (Nat Cole)
9. Heart (Eddie Fisher)
10. Rock Around The Clock (Bill Haley)

Seattle, Wash.

1. Cherry Pink (Perez Prado)
2. Unchained Melody (Hibbler/Baxter)
3. Rock Around The Clock (Bill Haley)
4. If I May (Nat Cole)
5. Breeze And I (C. Valente)
6. House Of Blue Lights (Chuck Miller)
7. Dance With Me Henry (Georgia Gibbs)
8. Honey Babe (Art Mooney)
9. Davy Crockett (Parker/Ford)
10. A Blossom Fell (Nat Cole)

Denver, Colo.

1. Rock Around The Clock (Bill Haley)
2. Cherry Pink (Perez Prado)
3. Unchained Melody (Baxter/Hibbler)
4. Dance With Me Henry (Georgia Gibbs)
5. Whatever Lola Wants (Sarah Vaughan)
6. A Blossom Fell (Nat Cole)
7. Honey Babe (Art Mooney)
8. Davy Crockett (Parker/Ford)
9. Blue Star (Felicia Sanders)
10. Breeze And I (C. Valente)

Milwaukee, Wisc.

1. Unchained Melody (Baxter/Hibbler)
2. Learnin' The Blues (F. Sinatra)
3. Cherry Pink (Perez Prado)
4. Honey Babe (Art Mooney)
5. A Blossom Fell (Nat Cole)
6. Davy Crockett (Parker/Ford)
7. Hard To Get (G. MacKenzie)
8. Hey, Mr. Banjo (Sunnysiders)
9. Alabama Jubilee (Ferro String Band)
10. Something's Gotta Give (McGuire)

Chicago, Ill.

1. Sin To Lie (Somethin' Smith)
2. Learnin' The Blues (F. Sinatra)
3. Cherry Pink (Perez Prado)
4. Hey, Mr. Banjo (Sunnysiders)
5. A Blossom Fell (Nat Cole)
6. Honey Babe (Art Mooney)
7. Alabama Jubilee (Ferro String Band)
8. Something's Gotta Give (McGuire/Davis)
9. Unchained Melody (Al Hibbler)
10. Dance With Me Henry (Georgia Gibbs)

Cleveland, Ohio

1. Rock Around The Clock (Bill Haley)
2. If I May (Nat Cole)
3. Somethin's Gotta Give (McGuire)
4. Unchained Melody (Baxter/Hibbler)
5. Honey Babe (Art Mooney)
6. I'll Never Stop Loving You (Doris Day)
7. Aint't It A Shame (Fats Domino)
8. Davy Crockett (Bill Hayes)
9. Cherry Pink (Perez Prado)
10. Seventeen (Boyd Bennett)

Boston, Mass.

1. Unchained Melody (Roy Hamilton)
2. Rock Around The Clock (Bill Haley)
3. Cherry Pink (Perez Prado)
4. Whatever Lola Wants (Sarah Vaughan)
5. Davy Crockett (Bill Hayes)
6. Sin To Lie (Somethin' Smith)
7. Learnin' The Blues (F. Sinatra)
8. Sweet And Gentle (A. Dale)
9. Love Me Or Leave Me (Sammy Davis, Jr.)
10. Honey Babe (Art Mooney)

Pittsburgh, Pa.

1. Rock Around The Clock (Bill Haley)
2. Unchained Melody (Baxter/Hibbler)
3. Cherry Pink (Perez Prado)
4. A Blossom Fell (Nat Cole)
5. Learnin' The Blues (F. Sinatra)
6. Hard To Get (G. MacKenzie)
7. Davy Crockett (Bill Hayes)
8. Honey Babe (Art Mooney)
9. Something's Gotta Give (McGuire)
10. Chee Chee-oo Chee (Como & Morgan)

San Francisco, Calif.

1. Cherry Pink (Perez Prado)
2. Unchained Melody (Baxter/Hibbler)
3. Dance With Me Henry (Georgia Gibbs)
4. Davy Crockett (Bill Hayes)
5. Learnin' The Blues (F. Sinatra)
6. A Blossom Fell (Nat Cole)
7. Honey Babe (Art Mooney)
8. Rock Around The Clock (Bill Haley)
9. Something's Gotta Give (Davis/McGuire)
10. Hey, Mr. Banjo (Sunnysiders)

New Orleans, La.

1. Rock Around The Clock (Bill Haley)
2. Learnin' The Blues (F. Sinatra)
3. A Blossom Fell (Nat Cole)
4. I Belong To You (Ralph Flanagan)
5. Cherry Pink (Perez Prado)
6. Heart (Eddie Fisher)
7. If I May (Nat Cole)
8. Hard To Get (G. MacKenzie)
9. Dance With Me Henry (Georgia Gibbs)
10. Sin To Lie (Somethin' Smith)

Kansas City, Mo.

1. Hard To Get (G. MacKenzie)
2. A Blossom Fell (Nat Cole)
3. Cherry Pink (Perez Prado)
4. Honey Babe (Art Mooney)
5. Davy Crockett (T. Ernie Ford)
6. Popcorn Song (Cliffie Stone)
7. Blue Star (Felicia Sanders)
8. Rock Around The Clock (Bill Haley)
9. Something's Gotta Give (McGuire)
10. Southern Cross (Ames Bros.)

Philadelphia, Pa.

1. Unchained Melody (Hamilton/Baxter)
2. Cherry Pink (Perez Prado)
3. Learnin' The Blues (F. Sinatra)
4. A Blossom Fell (Nat Cole)
5. Dance With Me Henry (Georgia Gibbs)
6. Davy Crockett (Parker/Schumann)
7. Whatever Lola Wants (Sarah Vaughan)
8. Rock Around The Clock (Bill Haley)
9. Honey Babe (Art Mooney)
10. Something's Gotta Give (McGuire)

St. Louis, Mo.

1. Learnin' The Blues (F. Sinatra)
2. Story Untold (Four Coins)
3. Man In A Raincoat (Priscilla Wright)
4. A Blossom Fell (Nat Cole)
5. Alabama Jubilee (Ferro String Band)
6. Unchained Melody (Roy Hamilton)
7. Ace In The Hole (Somethin' Smith)
8. Rock Around The Clock (Bill Haley)
9. I Belong To You (Ralph Flanagan)
10. Sin To Lie (Somethin' Smith)

Washington, D. C.

1. Rock Around The Clock (Bill Haley)
2. Unchained Melody (Baxter/Hibbler)
3. Cherry Pink (Perez Prado)
4. Something's Gotta Give (McGuire/Davis)
5. Honey Babe (Art Mooney)
6. Dance With Me Henry (Georgia Gibbs)
7. Hard To Get (G. MacKenzie)
8. Sin To Lie (Somethin' Smith)
9. Learnin' The Blues (F. Sinatra)
10. A Blossom Fell (Nat Cole)

Indianapolis, Ind.

1. Unchained Melody (Hamilton/Baxter)
2. Cherry Pink (Perez Prado)
3. A Blossom Fell (Nat Cole)
4. Learnin' The Blues (F. Sinatra)
5. Whatever Lola Wants (Sarah Vaughan)
6. Something's Gotta Give (Davis/McGuire)
7. Davy Crockett (Bill Hayes)
8. Don't Be Angry (Crewcuts)
9. Heart (Eddie Fisher)
10. Rock Around The Clock (Bill Haley)

Memphis, Tenn.

1. Unchained Melody (Hibbler/Baxter/Hamilton)
2. Cherry Pink (Perez Prado)
3. Rock Around The Clock (Bill Haley)
4. Dance With Me Henry (Georgia Gibbs)
5. Honey Babe (Art Mooney)
6. Something's Gotta Give (McGuire)
7. Sin To Lie (Somethin' Smith)
8. Heart (Eddie Fisher)
9. Learnin' The Blues (F. Sinatra)
10. Breeze And I (C. Valente)

Dallas, Tex.

1. Rock Around The Clock (Bill Haley)
2. Cherry Pink (Perez Prado)
3. Unchained Melody (Hamilton/Baxter)
4. Dance With Me Henry (Georgia Gibbs)
5. Learnin' The Blues (F. Sinatra)
6. A Blossom Fell (Nat Cole)
7. Breeze And I (C. Valente)
8. Davy Crockett (Parker/Ford)
9. Honey Babe (Art Mooney)
10. Don't Be Angry (Crewcuts)

Shoals, Ind.

1. Cherry Pink (Perez Prado)
2. Unchained Melody (Al Hibbler)
3. Dance With Me Henry (Georgia Gibbs)
4. Two Hearts (Pat Boone)
5. If I May (Nat Cole)
6. Whatever Lola Wants (Sarah Vaughan)
7. Davy Crockett (Bill Hayes)
8. Heart (Eddie Fisher)
9. Crazy Otto (Johnny Maddox)
10. Don't Be Angry (Crewcuts)

We'll Celebrate Too!



by **MIKE CONNER**

A couple of weeks ago Sid Parnes called to tell me that The Cash Box anniversary was on its way—and with it, this special anniversary issue. It hardly seems like a whole year that The Cash Box was celebrating its 12th year. But they say that only the good times pass quickly, and this has been such a great year for Decca and Coral that it put me in the mood to do some celebrating too.

Just a year ago Decca stopped the charts with the two biggest records in the country, "Little Things Mean A Lot" by Kitty Kallen, and The Four Aces' "Three Coins In The Fountain." With these whoppers to start with, looking back over the past twelve months proved to be a pleasure, resulting in a slight expansion in the respiratory region. It was a year ago that we released the first Decca platter by a swingin' group called Bill Haley And His Comets. The disc was "Rock Around The Clock". A look at today's charts shows this same platter climbing once again, this time right to the top! Meanwhile of course, the Haley aggregation has come up with several other giants, "Shake, Rattle And Roll" (which went over the million mark), "Dim, Dim The Lights", "Birth Of The Boogie" and "Mambo Rock".

If variety is the spice of life, then we're happy to have applied the seasoning. Along with the Rock 'N Roll contributions by the Comets, we find that the past year has witnessed an exciting and encouraging diversification of hit discs. The movies provided us with a fair share; the aforementioned "Three Coins In The Fountain"; two hit versions of "The High And The Mighty", one by Victor Young on Decca and another by Coral's Johnny Desmond; and, of course, Don Cornell's great Coral rendition of "Hold My Hand". Television also showed its strength by producing "Let Me Go, Lover", which was a big one by Teresa Brewer on Coral; "Play Me Hearts And Flowers", another Coral etching by Desmond; and more recently TV introduced Susan Hunter and her Decca recording of "Not Yet". The night-clubs too, contributed to our banner year in the form of one of the greatest entertainers of all time—I refer of course to that bundle of talent known as Sammy Davis, Jr. Starting with his wonderful version of "Hey

There", Sammy has rocketed to the top with hit after hit.

From the band vocalist field the record world welcomed Al Hibbler, with his sensational "Unchained Melody". A touch of the international crept into the musical scene during the past months, via two great personalities on Decca, Caterina Valente, whose "Malaguena" and "The Breeze And I" firmly established her in this country, and the fabulous Crazy Otto. Another trend of the past year was the resurgence of female groups. And of these the most talented and successful is Coral's beauteous trio The McGuire Sisters. It's been one hit after another for this group ever since "Goodnight, Sweetheart, Goodnight" led the way for "Muskrat Ramble", "Sincerely", "It May Sound Silly" and their latest, "Something's Gotta Give". There were many more great singles that moved high on all the charts, with exciting records from The Mills Brothers, Guy Lombardo, Lenny Dee, Peggy Lee, Steve Lawrence, Eydie Gorme, Jack Pleis and others. Meantime, our domination of the Country field continued unabated. Such giants as Webb Pierce, Red Foley, Ernest Tubb, Kitty Wells and Goldie Hill sparked the label to one of its greatest years in the C&W sectors.

The great business we've had hasn't been limited to singles alone. Our albums have received tremendous reaction all through the year. In August you'll probably remember, we celebrated our Twentieth Anniversary. Spearheading a wonderful and extensive album release was the fabulous BING. How proud we were of this great Crosby collection, and it, I feel, will be a steady seller since the name Bing Crosby will always hold a magic all its own. Other big albums we've released are the movie scores of "There's No Business Like Show Business" and "White Christmas". Currently we've got three of the biggest in the country; "Starring Sammy Davis, Jr.", "Crazy Otto", and Coral's wonderful mood music album "Music For Tonight" by Steve Allen.

Hope you'll forgive me for the horn-blowing, but anniversaries always put me in a reminiscing mood, and the facts are there for all to see. So who can blame me? Just to wrap it up—Happy Anniversary Cash Box, and any time you're having a celebration, just count me in!

Congratulations "Cash Box"
ON YOUR 13th ANNIVERSARY
WM. A. LUENHAGEN & CO.
2277 West Pico Blvd., Los Angeles, Calif.

*Our Thanks
... For All The DeeJays*

for naming us

THE MOST OUTSTANDING UP AND COMING FEMALE GROUP



THE DE CASTRO SISTERS

WATCH FOR OUR LATEST RELEASE:—

"IF I EVER FALL IN LOVE"

b/w

"CUCKOO IN THE CLOCK"

Abbott # 3004

ABBOTT RECORDS

6636 Hollywood Blvd., Hollywood 28, Calif.

The Infallible Hit Picker

by JOE MARTIN

For many years now the top executives in the music and record industry have been searching for some way to prognosticate the hits. It's often been said that "anyone who can pick hits every time is worth a million dollars a year to any record company."

Well, Mercury Records isn't searching anymore. We've found the infallible hit picker. And though we've kept this fact a secret for years, we've decided to bare our secret so that the entire industry can move forward to new heights.

Fact is, we've found more than one, sure-fire, never-miss hit picker. There are literally thousands and thousands of them. They are the youngsters with the 98 or 89 cents firmly clutched in the right hand. They are also the people with the 10-cent piece who are about to drop it into the coin slot of the closest juke box. They are, too, the people who sit as close to the radio dials as they can get for fear they'll be listening to a record they don't really like. Funny thing about people—they never make a mistake. They pick the hits every time. The can spot the best version at a single listening. They can uncover a sleeper quick as a wink (no pun intended, honestly). These hit pickers of ours have managed to

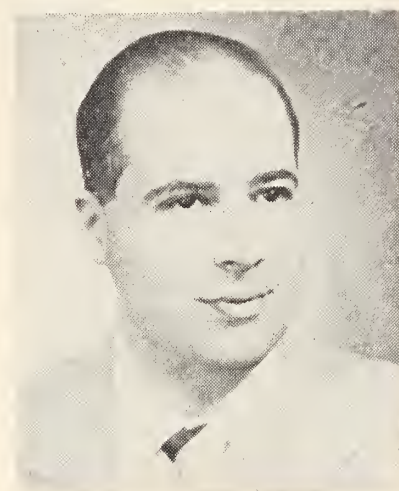
find many great new artists for us. They've also spotted records made by name talent and brought the talent to new heights of popularity. In the nine years that Mercury has used this staff of hit pickers, they've never made a mistake. They've been right every time.

Tell you, too, how we use their talents. We make the best records we know how of the best songs and by the best artists available. We press the records in the most modern plants, using the finest materials. Then we get the widest possible exposure for the records. And just like that we find out whether we have a big hit.

And it's really as simple as it sounds. To tell the truth, we have at times (very rarely, however) tried to pick the hits by different methods. We've been eminently unsuccessful. At one point, Mercury's top execs had plans for a new electronic device which would do the job better and cheaper. It just didn't work. So we're back to the old system.

And if competition can make strides by adopting our hitherto sacred formula—well, okay, we'll take our chances. After all, we've employed this hit picking staff for some nine years now. Certainly they owe us some allegiance. Or do they?

The Steady Progress Of A Sturdy Indie



by LEONARD WOLF

About a year ago, it was my pleasure to be asked to write a little article for *The Cash Box Annual* regarding the launching of an independent record company. This was a real fresh subject to me as AUDIVACS was then virtually still in its infancy and I had just about faced every kind of problem that confronts a new indie. Foremost on the list were the obstacles to be overcome in acquiring proper distribution and gaining acceptance within the trade despite the overabundance of competitive labels in existence.

We, at Audivacs, had set a pattern of building a steady selling catalogue which would endure through the years and from which, at any given time, we might be fortunate enough to come up with a smash hit. We are now in our third year of operation and I'm happy to say that our plan is being fulfilled * * * with a mighty steady selling catalogue of single record releases, long play and extended play albums.

Everybody acknowledges that the record business has really changed in the last five years with the inde-

pendent record company becoming a powerful force. Today, the top fifty listing of pop hits consistently contains a goodly amount of representative discs from the smaller firms, as evidenced by *The Cash Box* issue I am now looking at which shows 28% of the top hits coming from this group. Other issues have indicated a much higher percentage.

Needless to say, we are very pleased with the steady progress and gradual growth of our company. With our roster of artists expanding and our catalogue continuing to increase, we are now recognized internationally as a very sturdy and fast-moving indie. Through reciprocal agreements with foreign record companies, we have just begun to introduce European masters which are sure to attract a lot of attention.

I've really enjoyed writing this little bit about our record company and I hope *The Cash Box* will invite me to write another article next year, at which time perhaps I'll be able to relate how Audivacs will have progressed from the sturdy independent it is now, to one of the major indies in the business.

Continued Success

CASH BOX

EILEEN
BARTON



Just Released

"IT'S ALL RIGHT WITH ME"

b/w

"NOBODY'S HEART"

on Coral

Going Strong

"THIS-A-WAY, THAT-A-WAY"

b/w "PUNCH"

with JIMMY WAKELY on Coral

Personal Mgt.
FRANK MILITARY



Direction
WILLIAM MORRIS
AGENCY

Top 15 Best Selling Pop Albums

1. STARRING SAMMY DAVIS, JR. Sammy Davis, Jr. (Decca DL 8818; ED 2214-5, 6)
2. LONESOME ECHO Jackie Gleason (Capitol W 627; EBF 1-627)
3. IN THE WEE SMALL HOURS Frank Sinatra (Capitol W 581; EBF 1, 2-581)
4. LOVE ME OR LEAVE ME Doris Day (Columbia CL 710; EPB 540)
5. THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837; ERB 1837)
6. CRAZY OTTO Crazy Otto (Decca DL 8113; 7D 2201, 2)
7. DAMN YANKEES Original Cast (RCA Victor LOC 1021; EOC 1021)
8. HOLIDAY IN ROME Michel LeGrand (Columbia CL 647; B 497, 8)
9. SOFT AND SWEET The Three Suns (RCA Victor LPM 1041; EPB 1041)
10. I LIKE JAZZ Various Artists (Columbia JZ 1)
11. MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 352; EBF 352)
12. MUSIC FOR TONIGHT Steve Allen (Coral 57004; EC 82021)
13. I LOVE YOU Eddie Fisher (RCA Victor LPM 1097; EPB 1097)
14. SHAKE, RATTLE AND ROLL Bill Haley & Comets (Decca DL 5560; ED 2168)
15. I LOVE PARIS Michel LeGrand (Columbia CL 555; B 441, 2)
15. MUSIC, MARTINIS AND MEMORIES Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Happy 13th!



THE MILLION - SELLER RECORDS

A List of Most of The Records Which Have Topped The Million Mark

Ames Brothers	Sentimental Me (Rag Mop)	Coral 1950	James, Joni	Why Don't You Believe Me	MGM 1952
Anderson, Leroy	You You You	Victor 1953		Your Cheating Heart	MGM 1953
Andrews Sisters	Blue Tango	Decca 1951	Jenkins, Gordon	Have You Heard	MGM 1953
	Rum & Coca-Cola	Decca 1944	with The Weavers	Maybe You'll Be There	Decca 1947
Austin, Gene	I Can Dream, Can't I	Decca 1949	Jolson, Al	Goodnight, Irene	Decca 1950
Autry, Gene	Ramona	Victor 1928		April Showers b/w Swanee	Decca 1945
	Silver Haired Daddy	Columbia 1939		California Here I Come b/w	
Barron, Blue	Rudolph The Red-Nosed Reindeer	Columbia 1950		Rockabye Your Baby	Decca 1946
Barton, Eileen	Cruising Down the River	MGM 1949		You Made Me Love You b/w	
	If I Knew You Were Comin'			Ma Blushin' Rosie	Decca 1946
	I'd Of Baked A Cake	National 1950		Sonny Boy b/w My Mammy	Decca 1946
Bennett, Tony	Because of You	Columbia 1952	Jones, Spike	Anniversary Song	Decca 1946
	Cold Cold Heart	Columbia 1952		Cocktails for Two	Victor 1944
	Rags to Riches	Columbia 1953		All I Want for Christmas	Victor 1948
Boyd, Jimmy	I Saw Mommy Kissing Santa Claus	Columbia 1952	Jordan, Louis	Choo Choo Ch'Boogie	Decca 1946
Brewer, Teresa	Till I Waltz Again With You	Coral 1952	Kallen, Kitty	Little Things Mean a Lot	Decca 1954
	Ricochet	Coral 1953	King, Pee Wee	Slow Poke	Victor 1951
Britt, Elton	There's A Star-Spangled Banner		Knight, Evelyn	A Little Bird Told Me	Decca 1948
	Waving Somewhere	Victor 1942	Kyser, Kay	Three Little Fishes	Columbia 1941
Brown, Les	Sentimental Journey	Columbia 1945		Jingle Jangle Jingle	Columbia 1942
Calloway, Cab	Jumpin' Jive	Columbia 1939		Praise the Lord	Columbia 1942
Cavallaro, Carmen	Polonaise (by Chopin)	Decca 1945		Strip Polka	Columbia 1942
Chordettes	Mr. Sandman	Cadence 1954		Who Wouldn't Love You	Columbia 1942
Clooney, Rosemary	Come On-A My House	Columbia 1951	Laine, Frankie	Woody Woodpecker	Columbia 1948
	Hey There	Columbia 1954		That's My Desire	Mercury 1947
Cole, Nat "King"	Nature Boy	Capitol 1948		Shine	Mercury 1948
	Mona Lisa	Capitol 1949		Mule Train	Mercury 1949
	Too Young	Capitol 1951		Lucky Ol' Sun	Mercury 1949
Como, Perry	Temptation	Victor 1945	LaRosa, Julius	Jezebel	Columbia 1951
	Hubba Hubba	Victor 1945	Lanza, Mario	I Believe	Columbia 1953
	Till the End of Time	Victor 1945		Eh Cumpari	Cadence 1953
	Prisoner of Love	Victor 1946		Be My Love	Victor 1950
	When You Were Sweet Sixteen	Victor 1947	Lee, Peggy	Loveliest Night of the Year	Victor 1951
	Because	Victor 1948	Lombardo, Guy	Manana	Capitol 1948
	Don't Let the Stars Get in			Third Man Theme	Decca 1944
	Your Eyes	Victor 1952		Humoresque	Decca 1946
	Wanted	Victor 1954		Easter Parade	Decca 1947
Crew Cuts	Sh-Boom	Mercury 1954		Christmas Island	Decca 1946
Crosby, Bing	Silent Night	Decca 1942	with Andrew Sisters	Shanty Town	Decca 1940
	Sunday, Monday or Always	Decca 1943	Long, Johnny	Mam'selle	MGM 1947
	I'll Be Home for Christmas	Decca 1943	Lund, Art	Anna	MGM 1953
	Swinging on a Star	Decca 1944	Mangano, Sylvano	Caravan	Mercury 1952
	Too-Ra-Loo-Ra-Loo-Ral	Decca 1944	Materie, Ralph	Pretend	Mercury 1953
	I Can't Begin to Tell You	Decca 1945		That's Amore	Capitol 1953
	Dear Hearts and Gentle People	Decca 1946	Martin, Dean	Piano Concerto in B Flat	Victor 1941
	New San Antonio Rose	Decca 1946	Martin, Freddy	White Christmas	Victor 1942
	MacNamar's Band	Decca 1946	McGuire Sisters	Sincerely	Coral 1955
	Sweet Leilani	Decca 1946	Miller, Glenn	American Patrol	Victor 1939
	White Christmas	Decca 1946		In the Mood	Victor 1939
	Now is the Hour	Decca 1948		Little Brown Jug	Victor 1939
	Galway Bay	Decca 1948		Sunrise Serenade	Victor 1939
with Andrews Sisters	Pistol Packin' Mama	Decca 1943		Pennsylvania 6-5000	Victor 1940
	Jingle Bells	Decca 1943		Tuxedo Junction	Victor 1940
	Don't Fence Me In	Decca 1944		Chattanooga Choo Choo	Victor 1941
	South America, Take it Away	Decca 1946		Kalamazoo	Victor 1942
with Gary Crosby	Play a Simple Melody	Decca 1950		You Always Hurt the One You Love	Decca 1944
with Fred Waring	Whiffenpoof Song	Decca 1950		Paper Doll	Decca 1948
Dalhart, Vernon	Prisoner's Song	Victor 1924		The Glow-Worm	Decca 1952
Damone, Vic	You're Breaking My Heart	Mercury 1949		My Heart Cries for You	Columbia 1950
Day, Doris	Secret Love	Columbia 1954	Mitchell, Guy	Racing With the Moon	Victor 1941
Dorsey, Jimmy	Maria Elena	Decca 1946	Monroe, Vaughn	There I've Said it Again	Victor 1945
	Green Eyes	Decca 1946		Ballerina	Victor 1947
Dorsey, Tommy	Marie	Victor 1937		Riders in the Sky	Victor 1949
	Boogie Woogie	Victor 1938	Mooney, Art	Four Leaf Clover	MGM 1948
	There Are Such Things	Victor 1942	Morgan, Russ	Cruising Down the River	Decca 1949
	Gambler's Guitar	Mercury 1953	Morse, Ella Mae	Blacksmith Blues	Capitol 1952
Draper, Rusty	I Apologize	MGM 1951	McCoy, Clyde	Sugar Blues	Decca 1946
Eckstine, Billy	The Song From Moulon Rouge	Columbia 1953	Page, Patti	Tennessee Waltz	Mercury 1950
Faith, Percy	Jalousie	Victor 1938		I Went To Your Wedding	Mercury 1952
Fiedler, Arthur	Anytime	Victor 1951		Doggie in the Window	Mercury 1952
Fisher, Eddie	I'm Walking Behind You	Victor 1953		Changing Partners	Mercury 1953
	Oh My Papa	Victor 1953		Cross Over the Bridge	Mercury 1954
	I Need You Now	Victor 1954		How High the Moon	Capitol 1947
Fitzgerald, Ella	Into Each Life Some Rain Must		Paul, Les &	Mockin' Bird Hill	Capitol 1949
& The Ink Spots	Fall	Decca 1944	Mary Ford	The World is Waiting for the	
Four Aces	Tell Me Why	Decca 1951		Sunrise	Capitol 1949
Fredberg, Stan	St. George and the Dragonet	Capitol 1953		Vaya Con Dios	Capitol 1953
Gibbs, Georgia	Kiss of Fire	Mercury 1952	Prado, Perez	Cherry Pink and Apple Blossom	
Glahe, Will	Beer Barrel Polka	Victor 1938		White	Victor 1955
Gleason, Jackie	Melancholy Serenade	Capitol 1953	Ray, Johnnie	Cry	Columbia 1951
Godfrey, Arthur	Too Fat Polka	Columbia 1947	Shaw, Artie	Begin the Beguine	Victor 1938
Haley, Bill	Shake, Rattle And Roll	Decca 1955		Star Dust	Victor 1940
Harris, Phil	The Thing	Victor 1950		Summit Ridge Drive	Victor 1940
Hayes, Bill	Davy Crockett	Cadence 1955	Shore, Dinah	Buttons and Bows	Columbia 1948
Haymes, Dick	You'll Never Know	Decca 1943	Sinatra, Frank	Young at Heart	Capitol 1954
	Little White Lies	Decca 1948	Smith, Kate	Rose O'Day	Columbia 1941
	Deep in the Heart of Texas	Columbia 1941	Stafford, Jo	Temptation	Capitol 1948
Heidt, Horace	Laura	Columbia 1945		Make Love to Me	Columbia 1954
Herman, Woody	Woodchopper's Ball	Decca 1947		Wheel of Fortune	Capitol 1952
	12th Street Rag	Capitol 1951	Starr, Kay	Oh, Johnny	Columbia 1939
Hunt, Pee Wee	Oh	Capitol 1953	Tucker, Orrin	'Twas the Night Before Christmas	Decca 1942
	To Each His Own	Decca 1946	Waring, Fred	On Top of Old Smoky	Decca 1951
Ink Spots	The Gypsy	Decca 1946	Weavers, The	Le Me Go Lover	Columbia 1954
	Ciribiribin	Columbia 1939	Weber, Joan	Heartaches	Decca 1950
James, Harry	One O'Clock Jump	Columbia 1941	Weems, Ted	Whispering	Victor 1920
	You Made Me Love You	Columbia 1946	Whiteman, Paul	Three O'Clock in the Morning	Victor 1922
			Whiting, Maggie	The Tree in the Meadow	Capitol 1948
			with Jimmy Wakely	Slipping Around	Capitol 1949

COMPILED BY THE MILLION-SELLER RECORD CLUB

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Self-Service Hypos Growth of Bing Meanders With Sanders

Disk Album Sales Market



by **GEORGE MAREK**

Customer self-service and self-selection combined with the handy carrying size of long playing and 45-rpm disc packages have brought about a new era in album sales. Everyone remembers the day when the 78-rpm album of an opera or symphony often was almost too heavy for one person to carry. Now the customer can buy several symphonies or operas on the new speeds and bring them all home in one handy package. The results of this portability and its power of suggestion to the customer have been far-reaching.

Within the past year the album business has made great strides in sales. From an approximate total of only one third of the total market, album sales have risen in 1952 to 52% of RCA Victor's total record sales. They also have increased an additional 27% from 1952 to 1954. All of our merchandise planning now includes a heavy percentage of album packages which range through every field. In one month we have placed on sale items ranging from the deluxe \$29.95 five long playing record package of "50 Years of Great Operatic Singing" and the Gian-Carlo Menotti album "The Saint of Bleeker Street" to "Top Pops for Dancing" and "Tom Cat on the Keys."

Album sales were increased also by three other factors resulting directly from introduction of the new speeds and "New Orthophonic" High Fidelity sound:

1. A demand for records emphasizing the wide latitude of sounds which were being captured for the first time on discs.

2. A demand for records that would round out the customer's collection of music by some of history's most distinguished artists.

3. A demand for "Mood Music" that would accompany the record-buyer's every-day activities with a soothing melange of melody. This has created a new market which already has become one of the most important components of the album business.

With the growing importance of self-selection the packaging of albums has entered into a new horizon of expansion. A few years ago we were used to the traditional hard-backed album cover. Today we are packaging our albums with a thought to eye-appeal. In recent months we have had album packages with windows framing full-color reproductions of famous paintings, albums bound in such materials as satin rayon moire and white or tan fabrikoid with medallions and gold lettering. Provocative illustrations and text by world-famous writers also have been important factors in our packaging.

Like the animal cracker box of childhood which showed us what was inside the miniature ark, album covers of the future will show more colorfully than ever before what's inside the package.

"And A Little Child Shall Lead Them"

by **HERB DEXTER**

For the past few years I have been wondering. Are we, in the record industry, engaged in a business or are we catering to the whims of morons, psychopaths and juvenile delinquents.

We have seen the advent of the 'sound' and the 'gimmick'; the mambo replaced by cha-cha-cha; the rise and decline of 'rock and roll'; the resurgence of the banjo and the crowning of 'Crazy Otto'. What next? What ever happened to songs with intelligent lyrics and the melody line you could whistle or sing? Fortunately for us there must be a vestige of sanity left in the country when a song like "Davy Crockett" can make it. The salvation of the record business may be in the line from the bible "And a little child shall lead them".

I feel the future and ultimate success depends on a tremendous cooperative effort all along the line. Young

song writers with fresh ideas must be encouraged. The writers of yesterday's 'standards' haven't lost the touch and will surely continue to come up with good songs. We must utilize top drawer material, arranged, played, and sung by the best available talents. We must stop flooding the Dee Jays and operators with recorded junk which should never see the light of a turn-table.

The public has not lost its taste for good recorded music. Let's give them fewer and better releases. Let our products stand on their merits rather than cater to hysterical whims. The coming of Hi-Fi along with the tremendous exposure assured us by the jockeys and operators have put us in the strongest position in our history. Let's give them a product of which we all can be proud. Let's put the record business back in the hands of record men.



HOLLYWOOD—The highly elusive Bing Crosby recently made an appearance on disk jockey George Sanders' "Sanders Meanders" radio show. Sanders happily reports that the usually quiet Mr. Crosby delighted everyone by "yakking" for about 15 minutes on his daily program over KRKD, Los Angeles. The Crosby comments were also tape recorded and rebroadcast on Sanders' syndicated show. Any interview with Bing is considered quite a scoop.

Congratulations "Cash Box" on Your 13th Anniversary

AND ON YOUR GREAT WORK FOR ALL MUSIC OPERATORS

FRANK PADULA

MELODY MUSIC SHOP

3800 W. GRAND AVE.
CHICAGO, ILLINOIS
Tel.: CApol 7-7770

LEADERSHIP



Milt Salstone

M. S. DISTRIBUTING CO.

2009 So. Michigan Ave., Chicago

(Tel.: CA 5-1181)

TITLE STRIPS at 1/2 PRICE!

- Double strips with ample space for name of artist or orchestra
- Transparent, fade-resisting, high quality business card stock
- Accurately lined up for double spacing on typewriter to 10th strip

\$3.50
10,000 STRIPS
(1000 sheets)

ORDER NOW—SAVE 1/2

SIERRA DISTRIBUTORS

2775 W. Pico Blvd., Los Angeles 6, Calif. REpublic 1-6371

Exclusive Wurlitzer distributors

RCA VICTOR'S
UNBEATABLE PAIR!



their latest release

THE
CATTLE
CALL

THE
KENTUCKIAN
SONG

(from the Hecht-Lancaster production "The
Kentuckian," a United Artists Release)

20/47-6139

The Heartiest of
ANNIVERSARY GREETINGS
to THE CASH BOX



THE CASH BOX
SURE SHOTS

The Cash Box "Sure Shots" highlight records which reports from retail dealers throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"BANJO'S BACK IN TOWN"

Teresa Brewer
Sammy Kaye

THE CASH BOX
DISK OF THE WEEK 6/25

THE CASH BOX
SLEEPER OF THE WEEK 6/11

Coral 61448; 9-61448
Columbia 40517; 4-40517

"AIN'T IT A SHAME"

Pat Boone
Fats Domino

THE CASH BOX
DISK OF THE WEEK 4/30

Dot 15377; 45-15377
Imperial 5348; 45-5348

"BLUEBERRIES"

Georgia Gibbs

THE CASH BOX
DISK OF THE WEEK 6/11

Mercury 70647; 70647x45

Fan Club Turn Out



PHILADELPHIA, PA.—The local Jo Ann Tolley Fan Club turned out en masse when the pretty red-haired thrush made a guest appearance recently on Bob Horn's TV Bandstand. Jo Ann, who guested on the show while playing an engagement at Atlantic City's Steel Pier, gave her fans something to cheer about as she warbled her latest Jubilee release, "My First Love," a ballad penned by the composer of "I'll Never Smile Again," Ruth Lowe. But the young fan receiving Jo Ann's autograph, Tommy Davis, of 6464 Henry Avenue, Philadelphia, Pa., told the singer he prefers the disk's flip side, "Dearest One." Both sides are getting lots of spins from the east coast deejays.

"Destined to be a HIT"
Mr. Operator — Have YOU Got
POLKA DOT EYES
b/w ONLY IN MY DREAMS

by Patti Spangler and the Bob Davis Quartet
AMP 1001 AMP 45-1001

Thank you DJs for your many spins

Operators report—
"In every case our Meter Readings surpassed our expectations for a HIT record." If your distributor cannot supply write direct to—

A few choice distributorships still available.
Write, Wire or Phone.



The Function Of A "One-Stop" Is To Serve Operators



by **LOU BOORSTEIN**

Several years ago I was asked to write about "One-Stops" for The Cash Box. This past year I had the honor and pleasure of addressing music operators assembled in convention in Chicago for M.O.A.

These two facts are not at all unrelated. On the contrary, it points up both the growth and importance of "One-Stop" operators to the operator and to the industry.

According to reliable sources, almost half of all the records sold to operators come from "One-Stops". This message is directed primarily to the purchasers of the other half.

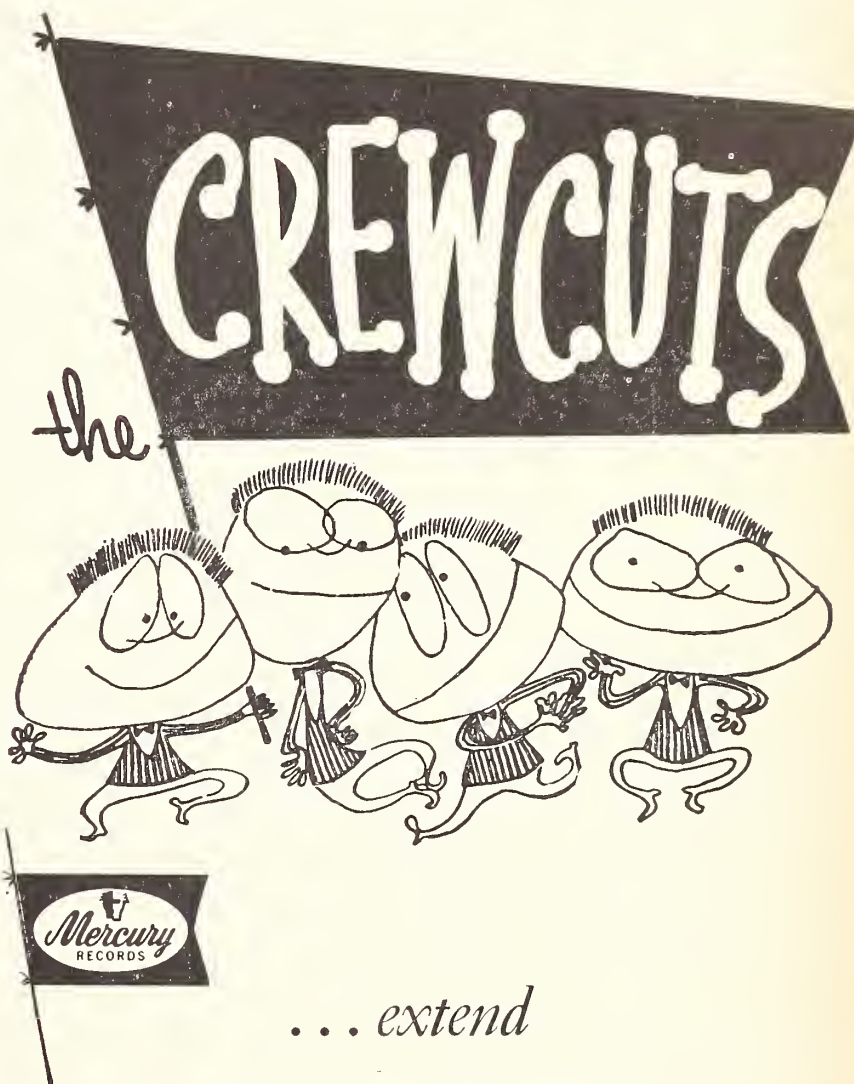
The primary reason for the existence of a "One-Stop" is that it is organized to serve the needs of the operator. By serving the needs is meant that the "One-Stop" will have an adequate selection of all the best selling records, all standards and all specialty records required by the clientele of the particular "One-Stop". The "One-Stop" will be set up to supply the operators with strips. The "One-Stop" will endeavor to secure all special requests for the operators. The "One-Stop" shall keep abreast of trends and changes in the industry so as to advise the operators of impending changes.

As to the selection and recommendation of new releases, the "One-Stop" should keep uppermost in his mind the needs of his operators and not yield to pressure or deals by the distributors of records.

The "One-Stop" should be in the forefront in helping the cause of the operator. He should keep abreast of legislation that will affect the operator because in turn it will affect the "One-Stop". He should help promote dime play. He should be acquainted with and work and cooperate with the local and national operator groups.

Now that we have pointedly staked out the salient working conditions of a good "One-Stop", why should the operator trade with a "One-Stop" not only for his requests but for his total purchases? Most important, the time element. The amount of time spent in visiting many sources of supply instead of one is great and costly. Frequently this one item exceeds the total service charges levied by a "One-Stop". In the event the records are shipped to the operator, a single shipment is far less costly than several shipments. Secondly, the operator is relieved of all sales pressures from various companies. He can hear side by side competitive tunes before making his choice. He can benefit from the screening of new releases based upon the knowledge of the "One-Stop" operator. The operator has a steady source of supply for special requests and for general information relative to the records which are such a vital part of the earning potential of each machine.

The "One-Stop" movement and growth which has made such tremendous strides in the last few years is proof of the economic soundness and necessity of their operation. It has been profitable to operators, distributors and to efficient "One-Stop" operators. These facts are incontrovertible and all operators who have not availed themselves of the services of a "One-Stop" should most certainly give it a try. Operators who only give partial business to their particular "One-Stop" should give him total volume because he cannot completely fulfill his functions without complete cooperation from his customers. The coin machine operating business is a complex mechanism. It can be oiled to run smoothly in one very important phase if the services of an expert "One-Stop" are utilized.



Best Wishes

Personal Management: FRED STRAUSS

Press Relations: VIRGINIA WICKS

D. J. Relations: MISS ROBBIE BUCKLEY

THANKS
DEE JAYS

4949 Hollywood Blvd.
Hollywood 27, Calif.

Ekko
RECORDS

Dealers & Ops Are Buying—DJ's Are Spinning

ROBERTA LINN

2 great sides

"FEE FI FIDDLEE AYE O"

b/w "SO SOON" Ekko 114

ANNIVERSARY
GREETINGS TO
THE CASH BOX

1074 Union Ave.
Memphis, Tenn.

"I GOTTA NEW CAR"

b/w

"Midnight Special"

"Big Boy" Groves

114

Quintet Music Co. — BMI

"I MUST BE DREAMIN'"

b/w

"The Hatchet Man"

The Robins

116

Quintet Music Co. — BMI

"NO ONE ELSE WILL EVER KNOW"

b/w

"Just Say The Word"

Frankie Marshall

117

Quintet Music Co. — BMI

... A Brand New One!

"SOFT WINDS"

b/w

"In The Still of The Night"

Ernie Andrews

118

SPARK
RECORD CO.

8567 Melrose Ave.
Hollywood 46, Calif.
Phone CRestwood 4-7648

Crown



NEW YORK—Ed Locke, "Milkman" of the Milkman Matinee, and one of the judges of the Miss POW! contest, sponsored by the American Ex-Prisoners of War, crowns lovely Copa chorine, Toni King. Flanking the pair, and smiling their approval are the "Four Joes," M.G.M. recording artists.

Camden Issues 89c Sample LP

NEW YORK—Prospective customers of RCA Camden Records will soon get the opportunity to sample the line by investing 89¢ (which is the nationally advertised price) for a 12" Long Play record.

The disk consists of recordings by Leonard Bernstein, Johnny Desmond, Marjorie Lawrence, Guy Lombardo, Richard Crooks, Gisele MacKenzie, Erica Morini, John Charles Thomas, and several others.

Departing from the usual RCA Camden package design, which normally contains no program notes, the Sampler has a flap type envelope. Inside, the complete story of RCA Camden records is presented—the customer is even given an insight into the economic aspects of the label. On the second inside page a background on each of the 14 selections in the package is given, together with the name and number of the complete set from which the selection is taken.

On the back cover there is a list of best selling RCA Camden records.

Promotional efforts on the Sampler, which is in the July RCA Camden release, get under way with a no cost counter display merchandiser which holds ten of the Samplers and tells the story of the disk. RCA Victor distributors will be distributing the merchandisers to dealers within the next couple of weeks.

Selections on the record include Gisele MacKenzie singing "Unchained Melody," Leonard Bernstein conducting Ballet music from his own "On The Town," Marjorie Lawrence singing "Annie Laurie," which is featured in her film biography, "Interrupted Melody," Johnny Desmond singing "Guilty," violinist Erica Morini playing the "Hungarian Dance No. 1 in G Minor," of Brahms, the Goldman Band playing Sousa's "El Capitan March," Guy Lombardo playing "Bei Mir Bist Du Schon," duo pianists Luboshutz and Nemenoff playing Falla's "Ritual Fire Dance," operatic excerpts from "Madame Butterfly" and Symphony Orchestra recordings including excerpts from the Tchaikovsky "Pathetique."

NIGHTCLUB ROUNDUP

Monte Proser's La Vie

NEW YORK—A roster of top names at the new La Vie, had prom parties on line to see the book show which stars Joni James and features Romo Vincent, Tim Herbert, Lou Wills, Jr., and the Belmonte Band with Van Smith conducting.

Joni, sporting a new hairdo, had the teenagers clamoring for more as she unfurled her string of MGM hit recordings. Midway through the act, a couch was rolled out and the thrush delivered several of her ballad successes in an intimate fashion, while seated on the couch. A mob of hundreds of white coated prom youngsters jammed the doors and Joni had to do 4 shows as against the customary three usually offered on weekends.

The Belmonte Band, consisting of five saxes, four trumpets, a four piece rhythm section and the leader, accompanied the show wonderfully. The ork further exhibited its wares with its Afro-Cuban arrangements of popular melodies for the benefit of the hoofers. The same fine dance merchandise which he dishes up on his Columbia platters.

One of the tunes featured in the show by Rose Hardaway, "The Others I Like", bears watching. A very commercial item that'll lend itself perfectly to wax.

Sunny Gale Signs New Victor Deal

NEW YORK—Sunny Gale has signed a new contract with RCA Victor. The new one-year pact was signed when Sunny returned from her successful engagement at the Fontainebleu Hotel in Miami Beach. Specific terms of agreement were not made available.

Immediate plans include a national sales drive on the thrush's new release "Constantly" and "A Little You."

The singer originally came to RCA Victor after her success with "Wheel Of Fortune" waxed on the Derby label.

EVERYBODY LIKES...

HEY MR. BANJO

MILLS MUSIC, INC.

on PENNANT RECORDS

"ALABAMA JUBILEE"

b/w

"PLAY IT AGAIN"

by

Mr. JO - JO SPOONS
with Backroom Joe and the boys

Pennant # 329

(Phone: 36571)

PENNANT RECORD CO.

1425 TENTH PLACE, SO., BIRMINGHAM, ALA.

(We're Gonna)

"ROCK AROUND THE CLOCK"

Theme from MGM Picture

"BLACKBOARD JUNGLE"

Recorded by Bill Haley

and his Comets — Decca

STILL GOING STRONG

"MAMBO ROCK"

MYERS MUSIC, INC.

122 N. 12th St., Philadelphia 7, Pa.

THANKS

DEALERS, DJs
AND OPS FOR
YOUR WONDERFUL
RECEPTION!

ALLSTATE RECORD DISTRIBUTING CO.

2023 S. Michigan, Chicago, Ill.

ONE STOP

RECORD SERVICE

ALL LABELS

SPECIAL ATTENTION

GIVEN EXPORT ORDERS

Parking Facilities Open 7 Days

BOOK BROS. One Stop

4 DEPOT SQ. TUCKAHOE, N. Y.

(Phone: WOodbine 1-2056)

THE ORIGINAL!
THE BEST!

ALABAMA JUBILEE

by THE FIREHOUSE
FIVE PLUS TWO

GOOD TIME JAZZ 90-45090

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

Cavalier Records...

PRESENTS!!

LEE HOLDEN

Singing his New Smash Hit!

"LADY LUCK"

b/w

"Two Evil Eyes"

(CAVALIER NO. 852)

CAVALIER RECORDS, INC.

298 — 9th ST. S. F. 3, CALIF.

... A MONEY MAKER!

its

"YUCCABEAN"

b/w "By Your Side"

with

The Four Friends

Harmad #105

CASH IN

on

"NAUGHTY BABY"

b/w "He's My Texas Baby"

Fran Harris

Harmad #104

SOME TERRITORIES STILL OPEN FOR

DISTRIBUTORS

write—wire—phone

HARMAD RECORDS

1430 N. McCadden Pl.

Hollywood 28, Calif.

Phone HOLLYWOOD 3-9736

A CUTIE

"TWO THINGS I LOVE"**THE ORIGINAL****THE VOICES—Cash # 1011**

—also recorded by—

THE GADABOUTS—

Wing # 90008

THE CARDINALS—

Atlantic # 1067

CASH SONGS, B.M.I.

music publishers

2610 S. Crenshaw Blvd.

Los Angeles 16, Calif.

ONE OF THE NATION'S BEST

"THIS IS MY STORY"**Gene & Eunice**

AL. 3282

**ELMAR DISTRIBUTING CO.****WING RECORD DISTRIBUTORS**

For Eastern Penna., Southern New Jersey and Delaware

17 S. 21st STREET, PHILADELPHIA 3, PA. (Phone: RI 6-6127)

Report From England**How Important Can It Be?**

by MARCEL STELLMAN

How important can it be? That is the question that the record Companies over here are asking regularly. "IT" being the powerful influence of television on the record industry. Though not on the same scale as in the United States, television in this country can be a tremendous opening for records and recording artists. At the moment we rely entirely on the output of the B.B.C. but by the end of this year commercial television will have descended upon us with quite a bang, thereby giving us further and much needed outlets for talent.

Judging from the reaction to a recent B.B.C. television show which deals entirely with what goes on in the record industry, there is no doubt of its success and the opposition will immediately latch on to the idea; already disc jockeys are being signed up. Bigger outlets are in store for American recordings and artists in Britain in the near future as well.

The record business has maintained its importance in the last few years in this country, and may achieve even greater proportions in years to come with the advent of sponsored television.

There is no doubt that the selling potential of a new record, if introduced by the recording star himself in front of television cameras, will be found greater because the artist makes direct contact with his buying public.

Although the picture corporations are reluctant to exhibit their wares on the home screens, the record industry has realized the selling value of this new medium and is beginning to reap the benefit of close co-operation with television.

What of the American stars who are thousands of miles away? The problem should be able to be solved through sponsored shows. If the sponsors want to please their public they will bring to their screens the artists the public want to see. Therefore, we should very soon be seeing a great deal more American talent, and in turn get acquainted with new faces, not only from the United States, but from all

over the world. Just as an artist can break through with one record on radio, it should be possible for the same artist to hit the big time through one television appearance; this has been proved in the past and there is no reason why it should not be so in the future. There has always been the element of curiosity in everybody's thoughts and this can be fulfilled by television.

Now a word about American records in general. Each year sees new names and new labels. The established artists remain firm favorites on the whole, and the new ones get the chance of making the grade either by artistry or, as is often the case, through sheer luck, but as you need a bit of both in this business, it still remains the public's decision as to who shall be the star of tomorrow.

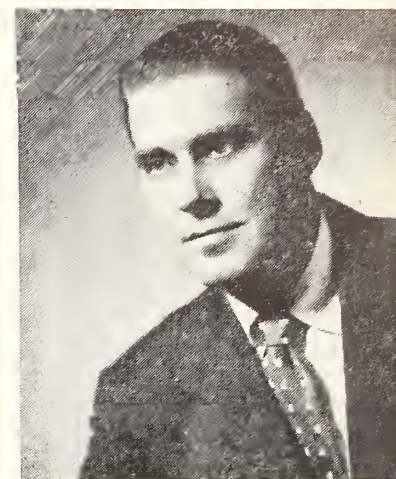
There is also the all important question of good material, and no star however great can afford to sell songs below standard. It is true in many cases that trends in music are leading factors in a star's career, often an artist has been known to make a song through his or her interpretation of the material, but just as often the material has been strong enough to make the artist. We in Britain are always looking forward to new names, new songs, new ideas, but while we still look to the States for a large part of our material we do create much of our own, and have in the last few years been responsible for many a hit song.

Competition is the key to success and should be encouraged on both sides of the Atlantic. We pride ourselves on our standards of recordings and feel that we can meet the fiercest challengers. We are great admirers of the American record industry, and always keep a watchful eye on the trends of music to come.

There is a wealth of talent in both our countries, and only the record industry can afford recognition to this talent. We are doing our utmost to encourage the ever-growing industry, and through working hand in hand with the world of entertainment we can bring entertainment to the world.

The High And The Mighty

NEW YORK—Inspired by his hit recording on MGM, "The High and The Mighty", Fred Lowery, blind whistler, and his son fly a Bell 47G Helicopter. Fred later whistled on another MGM release, "Tara's Theme". LeRoy Holmes and his orchestra were the instrumentalists on both tunes.

Television Hasn't Replaced Radio As A Medium For Exposing Records

by KENNY MYERS

There's no doubt about it. Television is a real fine medium for exposing new records. But—it hasn't replaced radio, and won't replace it as a prime medium for exposing our products. We, at Mercury, are more convinced of this than ever before.

Certainly radio has gone through a transformation period, and the result, for the record industry, has been a medium that's more virile than ever. The relationship between the record industry and the broadcasting industry has been, truly, a happy marriage. Just as we believe that our records are an important part of radio's programming, we are equally convinced that we need radio to expose our artists, songs and records.

We also believe that the disc jockeys serve as scouts for the juke box operator. The manufacturers turn out their records, get them to the jockeys for the immediate exposure, present them to the operators and the dealers, and then hope for the best. The radio spins give the operator a first-rate opportunity to spot the records which he believes will be best suited to his locations. If the jockeys expose the record and the operators buy it in volume, then we, the manufacturers, are sitting pretty. For through radio and the juke boxes, we can present our product in the best possible way to the largest number of people.

It is obvious, then that the manufacturers, operators and jockeys are interdependent. Though each believes he can exist without the others, none can make much progress via a solo effort. We are certain that Mercury's deep-rooted belief in the importance of this interdependence has brought our label to its present position as one of the leaders in the industry.

It wasn't so long ago that dour-faced characters in the record and music business were saying that radio is dead and the juke box industry is dying. Well, if that was true—then we're now all living in Paradise. And, peace, it's wonderful!

"It's What's in THE CASH BOX That Counts"

**"CRAZY" 13th
ANNIVERSARY
CASH BOX**



HUNTER HANCOCK

"OL' H. H."

FOR THE BEST IN . . .

"Be-bop to ballad
swing to sweet
blues to boogie"
LISTEN TO . . .

"HUNTIN' WITH HUNTER"

KGJF—Hollywood
KRUS—Phoenix
KEXX—San Antonio
WNJR—Newark
KNOK—Fort Worth
WBGE—Atlanta
WOZK—Ozark, Ala.
and

"HARLEMATINEE"

KFYD—Los Angeles

For Information Concerning Purchase of
Syndicated Shows—Write
HUNTER HANCOCK PROGRAMS
1554 Gower
HOLLYWOOD 28, CALIFORNIA

**AM-PAR Selected
As Name Of New
AB-Paramount Firm**

NEW YORK — AM-PAR Record Corp. has been selected as the corporate name of the new phonograph record company which was established last week as a subsidiary of American Broadcasting-Paramount Theatres, Inc. Sam Clark, president of the new company, said AM-PAR will also be used as the label designation on the three speeds of records it is planned to record, manufacture and distribute.

Offices of AM-PAR Records are in the throes of preparation on the 13th Floor of the Paramount Building at 1501 Broadway, New York City.

**Kaye And Whiteman
Pay Tribute To
Mike Pingatore**

NEW YORK—Sammy Kaye and Paul Whiteman paid tribute to the late Mike Pingatore, who was known as "The Daddy of the Banjo," on the Gleason summer show, "America's Greatest Bands," last Saturday, June 25 over CBS-TV. Pingatore played the banjo in Whiteman's band from 1919, when the band started, until 1942 when the band disbanded. He died in 1953.

Whiteman, who emceeds "America's Greatest Bands," eulogized Pingatore. Sammy Kaye, and his orchestra, in tribute, played "The Banjo's Back In Town."

Pingatore, who was the first to play banjo in a dance band, was the inventor of the "resonator," the wooden board directly behind the strings on a banjo which gives it resonance and tone. Musicians used to say that Pingatore was with the Whiteman band even longer than Whiteman himself because he always arrived at rehearsals an hour early to set up the bandstand. He was Whiteman's right hand man.

**Ives Steps Up
Record Activities**

NEW YORK—Burl Ives has not forsaken the folksongs that first brought him to national attention, though his current performance in Tennessee Williams' Pulitzer Prize play as Big Daddy, has brought him new kudos as a serious dramatic actor.

Between performances of "Cat," Ives this week began twice-weekly sessions at Decca, readying several albums. The first, scheduled for August release is "Men," and will be a group of male-portraits-in-song, emphasized by the same dramatic approach that has made Ives' characterization of Big Daddy one of the high spots of the current season.

Just released is "The Wild Side of Life," an album that celebrates in song, with hillbilly combo backing male types particularly American in flavor — the truck driver (Diesel Smoke, Dangerous Curves), the desperado (One Hour Ahead Of The Posse), the bar-fly (Lonesome So Lonesome), etc. Also currently released is a kid-disk "Jolly Doctor Dollywell," whose reassuring approach to a doctor's visit, should have big appeal for kids about to get their Salk shots.

Why A New Label?
by IRVING GREEN

As soon as the new Wing label appeared as a Mercury subsidiary the inevitable question was asked. It's a fair question and does have a very logical answer.

Mercury has a well rounded roster of excellent recording talent and therefore it presents a problem. When a new tune appears hot on the horizon for a female vocalist a decision must be made as to which artist will record it. Georgia Gibbs, Patti Page, Sarah Vaughan, Lola Dee? Not an easy decision to make, is it? Lola Dee, Ronnie Gaylord, The Gadabouts, Nick Noble, Malcolm Lockyer, Buddy Morrow, Lew Douglas and other fine talents now on Wing will get their chance to have better material and more individual treatment on arrangements.

Veteran A & R man, Lew Douglas, heads up Wing's A & R picture and he will search thoroughly for material that is perfectly suited for the talent on the label. Lew's magic touch can't help but bring out the best in an artist. Wing's A & R department will operate entirely independent of Mercury and at times will probably cut some of the same numbers Mercury does and

there's little doubt that Mercury will end up doing some of the items that blow hot on Wing. The competition will be a healthy thing for both firms. New artists are due for their first exposure on Wing and a few surprises are already in store for the proper moment.

Wing Records has already set up the majority of its distributors and here again will be in competition with Mercury in most areas.

Wing Sales Manager, Jack Bernard, plans to work very closely with all distributors and will spend a majority of his time in the field because of his strong belief in personal contact with distributors, dealers and DJ's. Wing has already released seven Pops and two R & B numbers and plans to release a complete children's line plus LP and EP Pops and Jazz in about 30 days.

Like all other departments, Wing Promotion department, under the direction of Warren Ketter, will work independently of Mercury. Ketter plans to work very closely with DJ's, distributors and their field men.

**Record Stars Set For Asbury Park's
Convention Hall This Summer**

ASBURY PARK—Seven top recording stars will provide the entertainment and music for dancing for the July 4th weekend at Convention Hall on the Boardwalk in Asbury Park, it was announced last week by Walter Reade, Jr., president of Walter Reade Theatres, whose organization takes over summer management of the Hall on Saturday, July 2nd.

Alan Dale and Art Mooney and his orchestra will present two shows Saturday evening, July 2nd, with continuous dancing from 9 P. M. to 1 A. M. On Sunday evening, July 3rd, the McGuire sisters will entertain, with Neal Hefti's orchestra providing the music

for dancing from 9 to 1. Monday night, July 4th, Neal's band will hold over for continuous dancing.

This July 4th Holiday weekend lineup of big name entertainment will inaugurate a season of top attractions which will include a full Water Carnival, trout fishing from a 150-foot tank, and personal appearances by Vaughn Monroe, Joni James, Hal McIntyre, and Ray Anthony. Every Friday evening starting July 8th Paul Brenner, one of America's leading disk jockeys, will bring his WAAT "Requestfully Yours" Record Hop to Convention Hall.

Back To Back



NEW YORK—Patti Page and Bob E. Lloyd (WAVZ, New Haven, Connecticut) pose a sort of "Near To You" picture at the Kappy Jordan picnic (6/18). Bob reports that it wasn't the great quantity of fine food and beverage that made him lean on Patti for support, but that he's a family man and this makes a picture he can show the wife and children. The picnic itself, at Indian Point, New York, was its usual HUGE success.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"

SMASH HIT!
**"PANCHO
LOPEZ"**

(DAVY CROCKETT)

Real #1301; 45-1301

Write — Wire — Phone

REAL RECORD COMPANY

1486 N. FAIR OAKS
PASADENA, CALIFORNIA
Phone: Ryan 1-8545

**Airmail Subscription
To
The Cash Box \$30**

THE CASH BOX CANADIAN CAPERS

TORONTO TOPICS:

Perhaps the caption for this should be "Hands-Across-The-Border-Stuff", what with Ed Sullivan coming up to Toronto for two weeks to headline the annual C.N.E. Grandstand Show and Priscilla Wright slated to jaunt to Manhattan for TV network dates on "Toast Of The Town" and Julius LaRosa's show. This international exchange of talent is certainly making a lot of friends for a lot of fine people and we hope that there'll be much more of the same. . . . Harold Pounds of Sparton Records looks set for another hit disk with their quick click "Unwanted & Unclaimed" waxed by Jack Kingston and The Mainstreeters, stars of CHML's (Hamilton, Ont.) network Main Street Jamboree. . . . Incidentally, Jack wrote as well as recorded the song and is featuring it on his current appearances on tour with Decca's Wilf Carter (Who is also known as "Montana Slim" in the U.S.A.) We're glad to hear that King Ganam is waxing another session for Victor in the next couple of weeks as the handsome fiddle star has long been one of our favorite performers and we are glad to note that the record buyers are echoing our feelings. . . . The Bermuda has come up with a winner with their current booking of Victor's Mervin Shiner who is an old favorite here. Merv's current disk "It's Nothin'" is another of the Canadian tunes (like "Man In A Raincoat") which was part of the score of the Canuck musical revue "Spring Thaw" which has just wound up a record making run at the Avenue Theatre. . . . Back in town from Gotham Vacations are the Jimmy Namaros and the Bobby Gimby's while the Bert Niosis have been sunning in Atlantic City. Off to Vancouver is BMI Canada's Bailey Bird just as his brother, Gordon V. Thompson's John Bird returned from a sales trip to those parts. . . . Before closing this column we want to send along fond birthday wishes to Cash Box and many many more years of service to musicmakers and users. Its international services are much appreciated by Canadians.



JULIUS LA ROSA

Gen. Bradley Starts New Thesaurus Series

NEW YORK—General of the Army Omar Bradley is featured in the first of a new series of RCA Thesaurus radio shows called "Great Days We Honor." The July 4th program, with which the series begins on RCA Thesaurus subscribing stations, is the first of ten patriotic shows in the series. General Bradley is also featured in the nine other fully recorded patriotic programs.

The aim of the new program series is to present authentic meaning of 40 great patriotic and religious occasions. This is accomplished with spoken messages by outstanding dignitaries and with original music, which tells the

holiday's story in song. Each program also contains music traditionally associated with the holiday.

In addition to presenting General Bradley, in the patriotic series, the holiday program also features Broadway stars Ray Middleton, in Protestant programs, and Henry Hull in Jewish programs. Father James Keller, Director of the Christophers, narrates the Catholic programs in the series.

Ben Selvin, Manager of Artists and Repertoire, produced and directed the production of the new "Great Days We Honor" program series.

Harmony



HOLLYWOOD—Motion picture actor John Dennis meets the fabulous Dorseys, Tommy and Jimmy, at the Sportsman's Show held recently at the Pan-Pacific Auditorium. Fast rising newcomer John Dennis is featured in the soon-to-be-released "Pete Kelly's Blues."

First Show



NEW YORK—Eddie Fisher, the Fontane Sisters and Bill Silbert relax and enjoy the music on the new Wurlitzer immediately following the debut of Silbert's new NBC radio show, "National Radio Fan Club Party". The hour-and-a-half long party bowed on the airwaves on Friday June 17th. Eddie and the Fontanes were the first celebs on the show.

Waner Disk Selling

NEW YORK—MGM reports that the new Art Waner disk, "Dippy Dippy Doodle" is one of its best sellers in Boston and fast spreading to the rest of New England. The disk which came out a few weeks ago was subject to a strong promotional drive on the part of Waner and his manager George Albert. The pair expect to extend their promotional activities on the disk to the mid-west shortly.

THE LAND OF THE PHAROHS
by
PERCY FAITH—Columbia #40482
LeROY HOLMES—MGM #11973
DIMITRI TIOMKIN—Coral #61388
LEO DIAMOND—Victor #20/47-6090
REMICK MUSIC

RAY STAPLETON

"YOU ARE DIVINE, LOVE"

"LET ME BE GOOD TO YOU"

EKKO 115; 45-115

HEARTIEST ANNIVERSARY GREETINGS TO CASH BOX from

America's Leading One Stop Record Service

LESLIE DISTRIBUTORS

NEW YORK

639—10th AVE. (Phone PLaza 7-1977)
Cable Address: EXpoRecord, N. Y.

PITTSBURGH, PA.

2231 FIFTH AVE.
ATLAS MUSIC BLDG.
(Phone: GRant 1-9323)

HARTFORD, CONN.

134 WINDSOR ST.
(Phone: JACKson 5-7123)

CONGRATULATIONS TO
THE ENTIRE STAFF OF THE CASH BOX
ON THEIR 13th ANNIVERSARY
AND TO ALL DJ'S, JUKE BOX OPERATORS
AND RECORD MANUFACTURERS

from

Southern California's major distributor of all successful labels

SUNLAND MUSIC CO., INC.

1310 S. New Hampshire

Los Angeles 6, Calif.

"It's What's in THE CASH BOX That Counts"

1955 HITS!

Happy Anniversary

We wish to express our gratitude thru **THE CASH BOX** with our new record

"Gratefully Yours"

... and also to the DJ's, Juke Box operators, dealers, and staff of **THE CASH BOX**

THE FOUR KNIGHTS

with

Pee Wee Hunt

CAPITOL 3315; F-3315

(Time 1:56)

"Love Commandments"

... soon to be released on all major labels.

IT'S PREDICTED TO BE OUR NEXT BIG SMASH HIT FOR '55

thanks

Charlie Adams

RIDGEWAY MUSIC, INC.

6087 SUNSET BLVD.

HOLLYWOOD CALIFORNIA

Record Cake



CHICAGO—Recording artists Something Smith and the Redheads help Jim Lounsbury (third from right) celebrate the first anniversary of "Bandstand Matinee," WGN-TV's award-winning weekday disk-and-dance television program. Lounsbury, WGN-AM-TV disk jockey, has been emcee of the teen-ager dancing party since it went on June 1, 1954.

Dennis Replaces Fisher, Martin For Summer

NEW YORK — Singer-pianist Matt Dennis will replace both Tony Martin and Eddie Fisher on NBC-TV while the singers are on Summer vacations. The quarter-hour telecasts will be seen on Mondays, starting June 27 (7:30 p.m., EDT) and Wednesdays and Fridays starting July 6 (7:30 p.m., EDT).

Dennis has been achieving wide popularity via the nightclub circuit and other headline singers are among his biggest boosters. In addition to his singing and piano playing, he also is a prolific composer of songs. Some of his best known tunes are "Everything Happens to Me," "Let's Get Away From It All," "Will You Still Be Mine?" and "The Night We Called It a Day."

RCA Victor has just released his first album of records titled "Dancing Overhead" and he is currently booked at the Chi Chi Club in New York.

Hugo And Luigi Stay With Mercury

CHICAGO — Mercury Records has confirmed that its Eastern A & R team, Hugo Peretti and Luigi Creatore, are set with the diskery.

The announcement was made after persistent rumors had been floating around the East stating that Peretti and Creatore were planning to head up the artists and repertoire division of the new ABC-Paramount label. The team is going into its second year with Mercury and has been chiefly responsible for the outstanding commercial success of Sarah Vaughan. They have turned out such Vaughan hits as "Make Yourself Comfortable," "Whatever Lola Wants," "How Important Can It Be" and her latest coupling of "Experience Unnecessary" and "Softly With Feeling."

Hansen Names Distribs

NEW YORK—Hansen Records has appointed distributors in ten areas, Charles Hansen, president, announced last week. Cosnat Dist. Corp. will be handling the new record firm in the New York, Philadelphia, Cleveland and Detroit districts with M. & S. Dist. in Chicago, Flemington in Kansas City, Mangold in Baltimore, Portal in Pittsburgh, Music Suppliers of New England and Dobbs of Dallas. Negotiations are under way for additional distributors in several other territories.

Currently working on Evelyn Knight's disking of two Bob Merrill songs "Does It Make A Difference" and "Hanky Panky", Hansen Records is lining up a forthcoming series of pop and educational LP's.

Oops!

In the Decca ad on page 17 of this issue, the number of the Al Hibbler recording "They Say You're Laughing At Me" b/w "You Can't Put Your Arms Around A Memory" was incorrectly listed. The correct number is Decca 29543 (9-29543).

New Capitol Building Rising In Hollywood

HOLLYWOOD—A unique new silhouette is rising daily on the Hollywood skyline.

Completed at 1750 Vine Street, just north of Hollywood Blvd., is the sixth level of Capitol Records' revolutionary circular office building which has attracted international attention, The Capitol Tower.

Designed by Welton Becket, F.A.I.A., and Associates, Los Angeles architectural and engineering firm, the project, estimated to cost \$2,000,000, will be 13 stories or 150 feet tall, the height limit for the Los Angeles area. The structure will be Hollywood's first completely air conditioned office building.

While the base of the structure will be rectangular, the other 12 stories are a full 360 degrees. The second story will have a diameter of 78 feet as compared to the 90 foot diameter of the other 11 stories. Thus, the design of architect Becket will give the cylindrical form the appearance of "floating".

The question of "Why a circular building?" is answered by architect Becket in this manner: Economy of construction, operation and maintenance plus maximum utilization of space and efficiency of operation were the determining factors of the design.

When completed the building will have a total gross area of 92,000 square feet, with net usable area quoted at 78,000 square feet. The latter figure represents approximately 86 per cent of the total floor area.

Present plans call for Capitol Records to house its entire home office operations in about 60 per cent of the building, including studio and recording facilities. The remaining 40 per cent will be available as rental space. According to Capitol's President Glenn E. Wallichs, the building is scheduled to be completed by the end of this year.

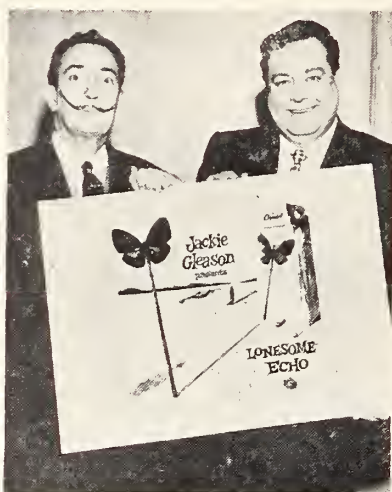
C. L. Peck are the general contractors for the project.

Two Conductors



BOSTON—Arthur Fiedler, conductor of the Boston Pops Orchestra, congratulates Richard Hayman on his wonderful job of conducting the pops orchestra. Hayman was guest conductor of the Pops Orchestra Tuesday, June 14, at Symphony Hall, Boston, in a concert which featured his own compositions and arrangements.

Artistic Cover



NEW YORK—Salvador Dali (left) has extended his talent to include cover art for the newest Jackie Gleason (right) album on Capitol "Lonesome Echo". To commemorate the sale of over one million record albums by Gleason, the comic-composer-conductor was presented a gold statuette likeness of himself during the May 28 telecast by Glenn E. Wallichs, Capitol president.

"Only those records best suited for commercial use are reviewed by **THE CASH BOX**"

ANNUAL ENCYCLOPEDIA

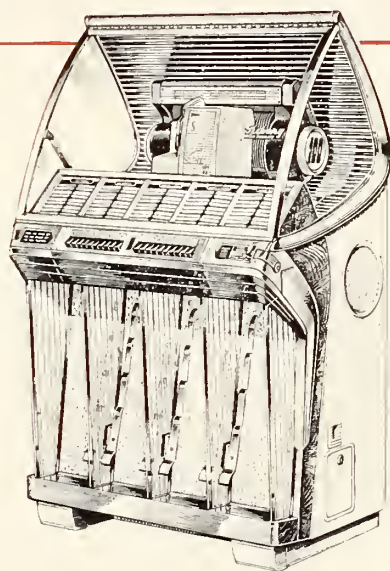


AND DIRECTORY OF THE COIN-MACHINE INDUSTRY 1955

Seeburg High Fidelity

*assures faithful reproduction
of every tone
in the musical spectrum.*

To know it, listen to it!



America's finest and most complete music systems



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

July 2, 1955

Dear Friends:

Thank you for
thirteen great years

Bill Gersh
Joe Orleck

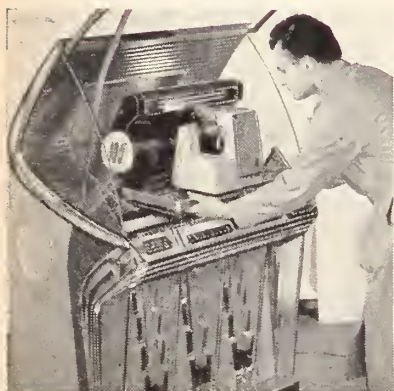
CO-PUBLISHERS OF
THE CASH BOX

SEEBURG GIVES YOU-

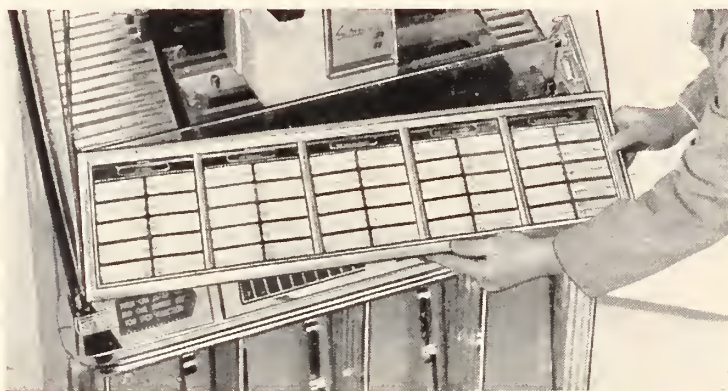
UNEXCELLED

...for matchless performance
...for profitable operation

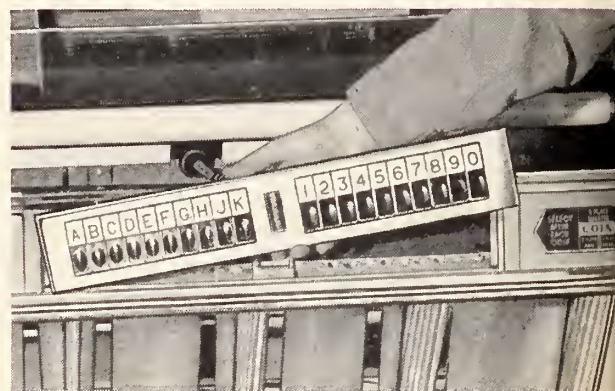
Beyond its striking beauty, its incomparable performance, the new Select-O-Matic "100" is the most efficient, easiest-to-operate music system ever built. Here, on these two pages are engineering features that are typical of the new Select-O-Matic "100".



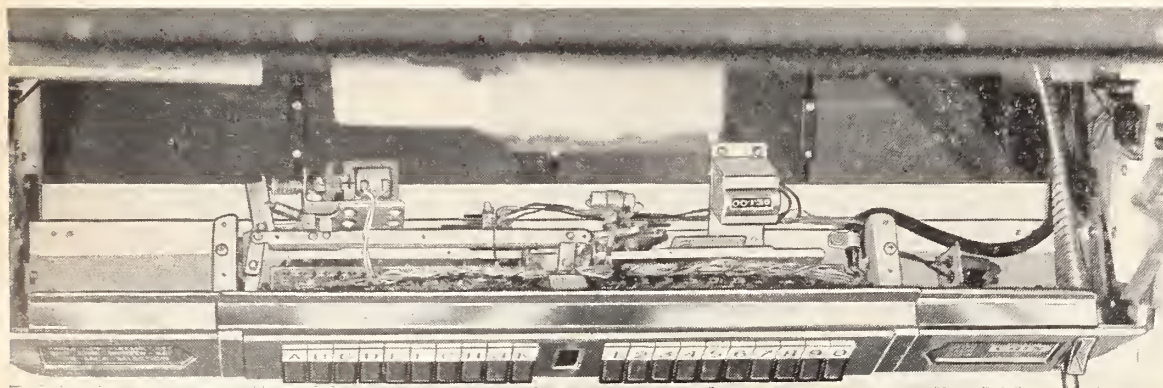
Entire mechanism slides out from front and rests on selector castings for easy cleaning and servicing.



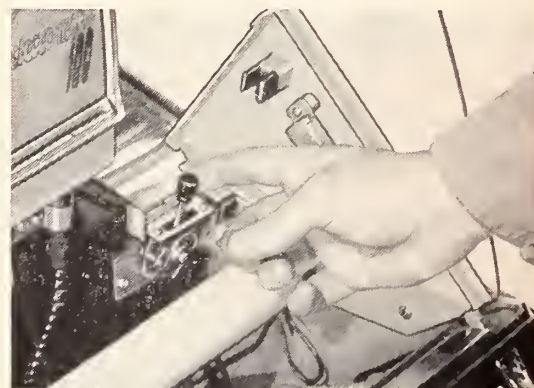
Title strip selection panel is held firmly in place by two magnets (inset). Just lift out . . . no mechanical latching.



Key panel is simply removed by releasing two sliding lock fasteners.



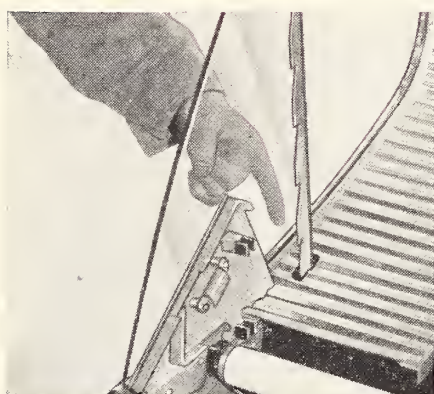
The new electrical selector is designed for ease of service. Includes credit switch.



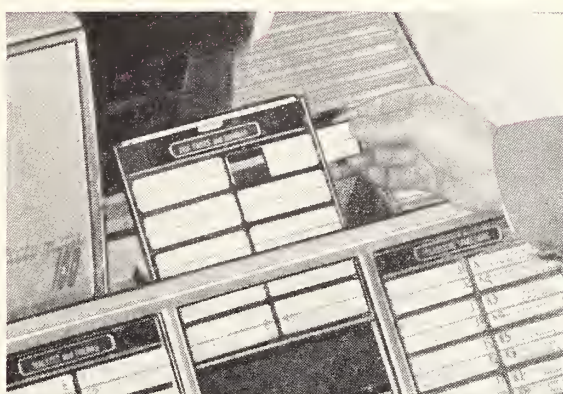
Single service switch permits complete control of entire mechanism.

America's Finest and Most Complete Music Systems

ENGINEERING



Six-position, positive action lid support. Spring action safety catch.



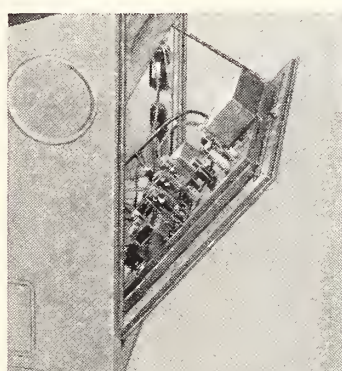
Title strip holders lift out from top. Double, full-size title strips inserted or removed from sides.



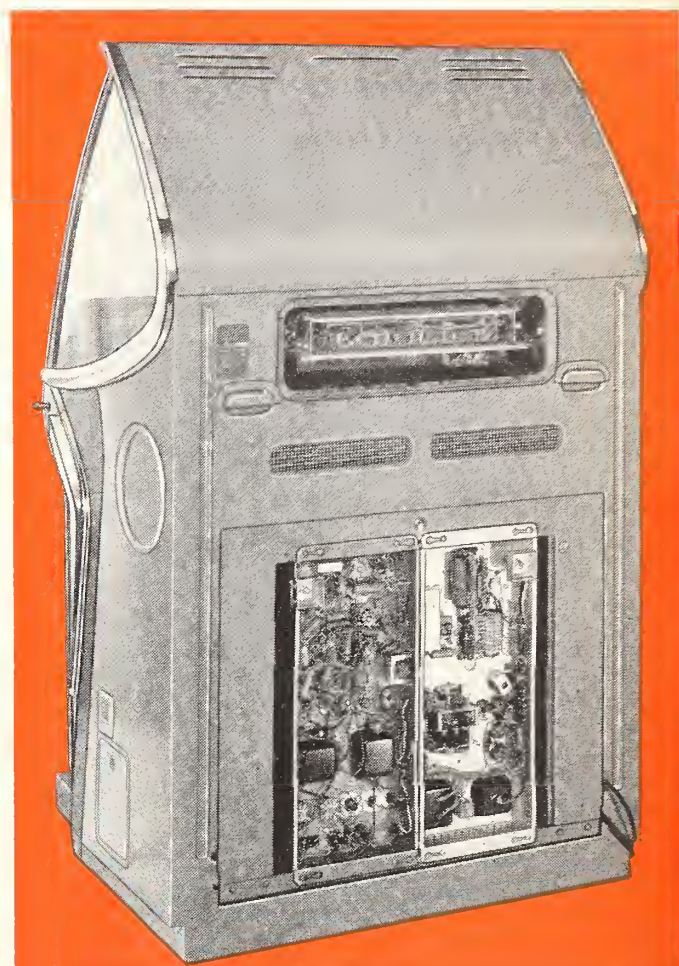
Pilferproof coin box. Cast aluminum door, steel reinforcing bezel, and new lock minimize tampering.



Selection counter keeps record of total plays.



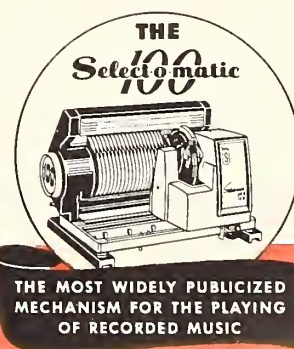
Electronic assembly on hinged door drops to any position to permit servicing without stopping phonograph.



Lower cover panel affords easy access to amplifier and selection receiver. In-line selector can be removed independently of mechanism after removing upper cover panel. All tests made under actual operating conditions without loss of revenue. Handholds and loading strips.

CONGRATULATIONS TO THE CASH BOX ON ITS
13th Anniversary

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

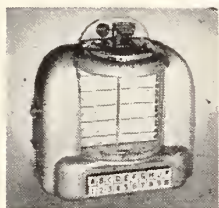
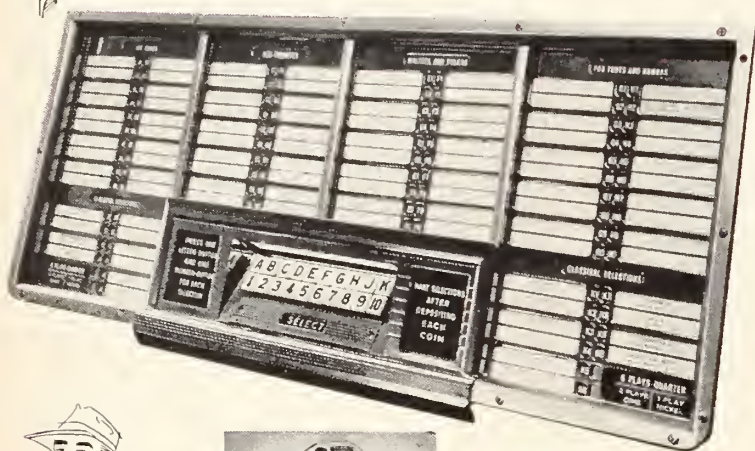


S. H. Lynch & Co., of Dallas
has repeatedly
emphasized to Operators:

PROGRAMMING

is one of the great
Seeburg success features

*You can please
all of the people
all of the time
with Seeburg
Select-o-matic*

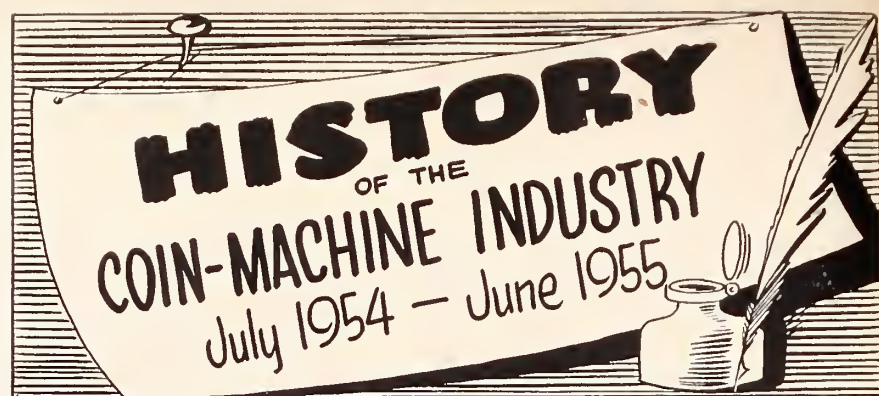


On the 13th anniversary of CASH BOX... we raise our 10-gallon hats in salute to J. P. Seeburg Corporation, their ever-superior products, and their policies always to the benefit of operators. There are many reasons why the Seeburg Select-O-Matic is the instrument that operators say increases play: showmanship that attracts and sells music... trouble-free mechanism that plays 45 r.p.m. scratch-free records vertically... automatic volume control... correct size and weight. In addition, perfectly planned programming... 100 selections in five natural classifications for easy choosing: (1) hit tunes, (2) old favorites, (3) waltzes and polkas, (4) fox trots and rhumbas, (5) classics.

★ DALLAS
2900 GASTON
★ HOUSTON
910 CALHOUN
★ SAN ANTONIO
414 DOLOROSA

S. H. LYNCH & CO.

Exclusive Texas Seeburg Distributors



1954

JULY

★ Chicago permits limited use of cigarette vendors. ★ Southern Illinois Ops form Association. ★ Wurlitzer closes for two week vacation. ★ Three day Vend Convention in Chicago. ★ Frank Page, Roanoke Vending Exch., dies of heart attack June 25 at his home. ★ J. H. Keeney appoints Crown Novelty Company, New Orleans, La., distrib. ★ Sealetric Division of Williams Mfg. names Walter R. Falok Co., Philadelphia, distrib. for Eastern Pennsylvania and Southern New Jersey. ★ John A. Fitzgibbons, one of the industry's pioneers and at one time a leading distributor of amusement machines, died July 10 after a prolonged illness of seven years. ★ Conn. State Assn. Delegates Meet. ★ Mills Industries licenses English firm to manufacture vendors. ★ National Rejectors, St. Louis has conversion kits for cup dispenser. ★ Illinois Amusement Ops form association. ★ Mrs. Anna Ginsburg, mother of Maurie and Eddie Ginsburg, dies July 14. ★ H. B. Gordon, president Abbott Coin Coun-

ter Co., New York, dies July 19 at age of 82. ★ Bally offers new public relations ad free to operators. ★ Approximately 600 guests and members attend 5th annual field day of the Recorded Music Service Association. ★ Gottlieb ships new five-ball "Daisy May". ★ Keeney appoints new distrib., Birmingham Vending Company, Birmingham, Ala. ★ New Exhibit Kiddie Ride, "Junior Jet," on test. ★ Barney Sugerman offers rental plan on "Activeaire" hand dryer. ★ Bilotta Distrib. Corp., Albany office moves to new quarters. ★ Charles Suesens buys out Harry Poole of Poole Distributors, Inc., Boston, Mass. ★ Detroit Ops revive United Music Operators of Michigan Assn. ★ Bally introduces "Jet Bowler" and "Rocket-Bowler." ★ Minthorne Music Company, Los Angeles, holds two day Keeney showing. ★ United Manufacturing Co. starts new series of Service Schools. ★ Willie Blatt, Supreme, returns to manufacturing with "Bull's Eye" after eight year lapse. ★ Mutoscope appoints Redd Distributing exclusive distrib for New England.

AUG.

★ Rock-Ola holds three weeks open house prevue showing of new phono "Model 1422." ★ Michigan Music Operators hold big meeting. ★ Seeburg distributors show new Hi-Fi phono. ★ Williams Mfg. Co. introduces "Daffy Derby." ★ Keeney plant ends vacations and immediately goes into big production on "Bikini Bowler" and "Century Bowler." ★ Omaha Phono ops plan association. ★ Applications for cigarette vendors in Chicago being processed. ★ Wurlitzer sales and profits up for first quarter over same period 1953. ★ Frank Mencuri joins Minthorne Music Company, Los Angeles, Calif. ★ Gottlieb introduces new five-ball, "Gold Star." ★ United Manufacturing ships samples of "Shuffle Targette" to distributors. ★ NAMA announces 1954 convention to be held in Washington, D. C., October 11-13. ★ Lieberman Music announces plans to open Omaha, Nebraska office about September 1. ★ Western Mass. Music Guild holds one of their most productive meetings August 10. ★ Gert

Schulz, Braunschweig, Germany coinman, visits New York and Chicago. ★ So. Dakota Music Op, Gordon Stout, runs newspaper campaign to establish good will. ★ United Manufacturing adds the state of Montana to the distribution territory of Dan Stewart Company. ★ Westchester, New York ops plan dime play. ★ Rock-Ola appoints Wayne T. Bradfield to the post of advertising and sales promotional manager. ★ Exhibit presents "Star Shooting Gallery." ★ Minthorne Music Co., Los Angeles, opens ultra modern branch offices. ★ California Music Guild changes name to the California Music Merchants Association. ★ National Association of Music Merchants, Chicago, urges ops to cooperate in effort to repeal the 10 percent excise tax on musical instruments. ★ Max Hurvich, one-half of the nationally known "Gold Dust Twins" of Birmingham Vending, Birmingham, Ala., becomes a first time grandfather. ★ 12th annual United Manufacturing Co. employee picnic draws 2500. ★ Montreal music ops switch to dime play.

SEPT.

★ Redd Distributing appointed Wurlitzer distrib. for New England. ★ S. H. Lynch & Co., Houston, promotes Hans Franz to the position of manager and H. Von Reydt to assistant manager, Houston branch. ★ Chicago Coin presents "Holiday Bowler." ★ Bally introduces "Variety." ★ International Mutoscope appoints Simon Distributing Company, Los Angeles, Calif. ★ Barney and Louis Blatt, Atlas Distributing, again AMI distributes in Boston. ★ Music Ops of N. Illinois start guest speaker series. Bill Gersh, The Cash Box, first speaker. ★ Gottlieb opens Fall Season with "Lucky Lady." ★ National Rejectors, St. Louis, develops "Penny Refunder." ★ John W. Hadcock appoints Frederick E. Deatsman controller of AMI, Inc. ★ United Music Ops of Michigan elect Roy Small, Ed Carlson, Jeffy Jeffrey,

Harry Norton and Tony Siracuse permanent officers. ★ J. H. Keeney & Company, Inc., presents "American Bowler" and "National Bowler." ★ Chicago Phono Bowling League opens seasons. ★ Mutoscope appoints Empire Coin Machine Exchange, Chicago and Sheldon Sales, Buffalo, N. Y., distributors for its "Drive-mobile." ★ Williams Manufacturing introduces "Big Ben." ★ Westchester, New York and Miami, Fla. music ops find 10¢ play successful. ★ Bally Manufacturing puts "The Champion" back into production. ★ Williams introduces new gun "Super Jet Fighter." ★ Exhibit Supply announces new tot ride, "Junior Jet." ★ Gottlieb releases first four player pinball, "Super Jumbo." ★ Raymond E. Lonsway re-elected president of the Eastern Ohio Phonograph Operators Association.

1

2

3

4

5

6

7

8

9

10

11

12

Congratulations, Cash Box, on your **13** *th anniversary*

*United
Manufacturing
Company*

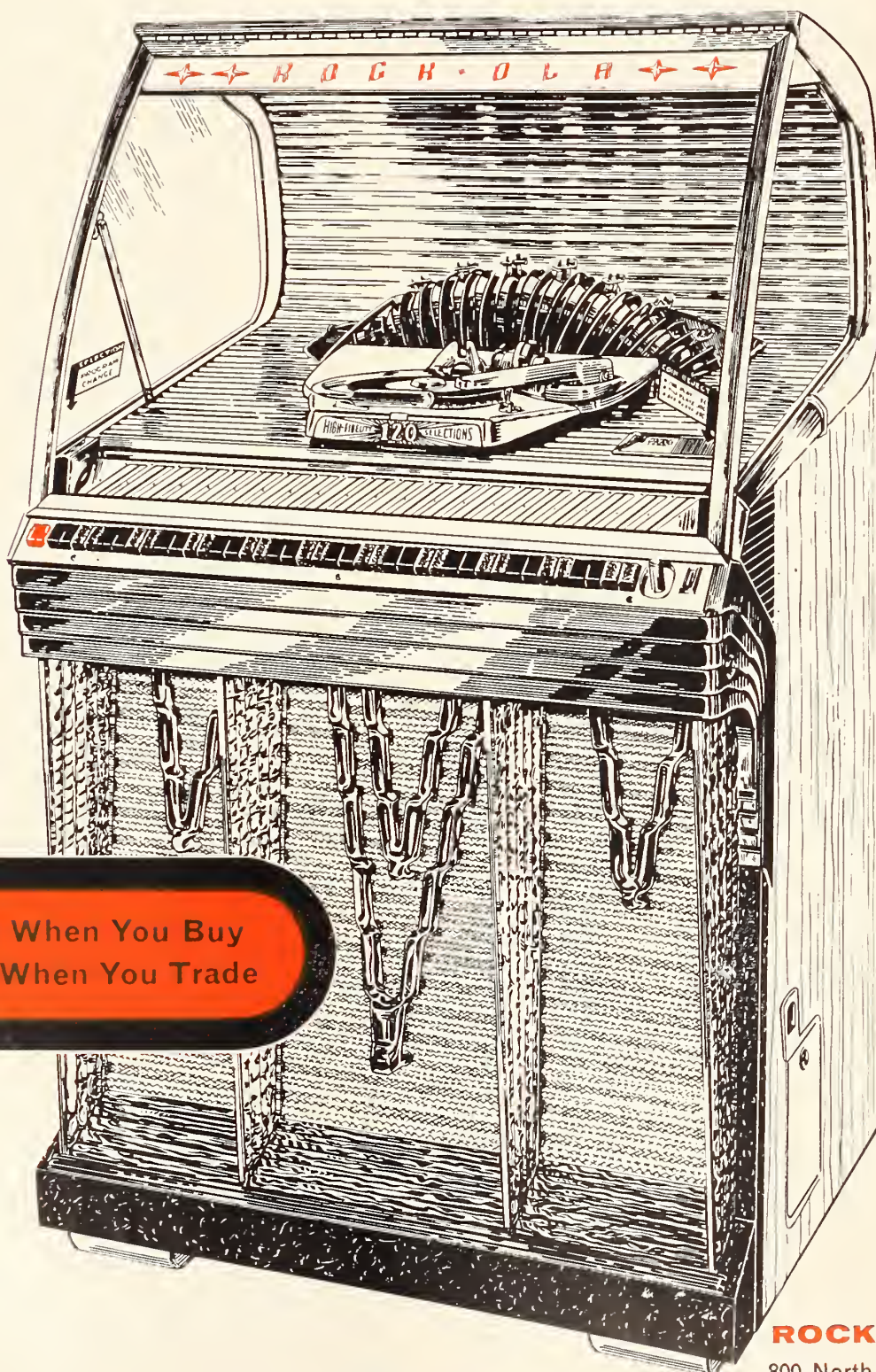
ROCK-OLA

HI-FIDELITY MUSIC

PACEMAKER of the Industry

MODEL 1448

is Your Phonograph
...You Designed It!
...You Engineered It!



Worth More When You Buy
Worth More When You Trade

SEE THESE EXCLUSIVE FEATURES

- Built-in Receiver
-
- Robot Record Arm
-
- Tru-Tone Hi-Fidelity
Companion Speakers
-
- Play-Proven
Accumulator
-
- Easy to Read
Popularity Meter
-
- Tru-Tone Hi-Fidelity
Amplifier
-
- Hi-Speed Selector Panel
-
- Revolving Record Drum

ROCK-OLA MFG. CORP.
800 North Kedzie Avenue • Chicago 51

... Extends **BEST WISHES** to



**on your Thirteenth
Anniversary
of Service to
the Industry**

ROCKWELL

MANUFACTURING CORPORATION

800 North Kedzie Avenue • Chicago 51

"It's What's in THE CASH BOX That Counts"

100% GOTTLIEB

OPERATORS WHO DEMAND

THE WORLD'S BEST GAMES — PEAK PLAY ACTION—
BIGGEST TRADE - IN VALUES — COMPLETE PLAYER
INTEREST—SATISFIED LOCATIONS—GREATEST PROFITS

GO 100% GOTTLIEB

WE ARE 100% EXCLUSIVE FACTORY
DISTRIBUTORS FOR

D. GOTTLIEB & CO.

FLORIDA, GEORGIA, SO. CAROLINA, CUBA

Joe and Eloise Mangone

ALL COIN AMUSEMENTS CO.

2820 N.W. 7th AVE., MIAMI, FLORIDA

(All Phones: 82-2901 and 82-9932)

Congratulations on your Thirteenth Anniversary

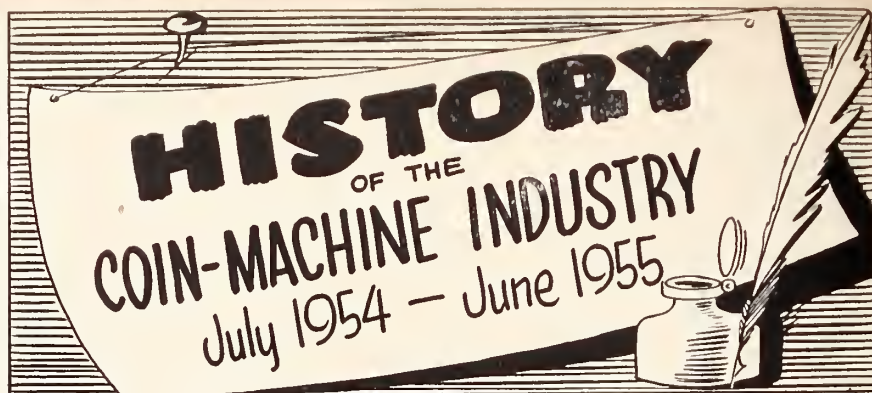
● As leading music operators we know how extremely valuable *The Cash Box* has been to us these past thirteen years. That is why we take this opportunity to wish you many, many more anniversaries, so that we will be able to continue to enjoy the invaluable reports and editorials that appear in each week's issue of *The Cash Box*.

Robert Gnarrow

ABC MUSIC SERVICE CORP.

5915 WEST GRAND AVE., CHICAGO 39, ILLINOIS

(All Phones: NAtional 2-8550)



1954

OCT.

★ United Music Operators of Michigan meet to discuss 10¢ play. ★ United Manufacturing Company intros new gun game "Deluxe Carnival Gun." ★ United Mfg. ships "DeLuxe 11th Frame Shuffle Alley." ★ Oregon Op appeals pinball case to Supreme Court. ★ Northern Music, Cleveland, O., opens Columbus. O. branch. ★ United Music Ops of Michigan vote to adopt 10¢ play. ★ AMI introduces Model "F" phonograph. ★ United Manufacturing presents "Singapore." ★ Chicago Coin announces "Flash Bowler." ★ Peter Jackson buys out Continental Coin, Inc. ★ MOA sets 1955 show-dates for March 28, 29, 30 at Morrison Hotel, Chicago. ★ Chicago flood damages many ops' machines. Manufacturers production slowed when electric power cut 50%. ★ NAMA convention draws record attendance to Washington, D. C. October 10 to 13. ★ Stan Levin and Mickey Schaefer open All State Coin Machine Exchange, Chicago. ★ Lou

Sebastian named sales manager for Phono Vend, Texas. ★ Charles Suesens forms Suesens Sales Company, Inc., Boston Mass. ★ D. W. Price Corporation, Los Angeles, Calif., completes new 3600 ft. addition to its West Los Angeles plant. ★ Williams Manufacturing introduces "Star Pool." ★ Music Ops of New York annual dinner draws 1,000. ★ K. C. Music ops association meets to discuss 10¢ play. ★ Gil Kitt becomes father for fourth time, to a son, Barry Michael. ★ D. Gottlieb & Co. intros "4-Belles." ★ Connecticut Music ops inaugurate dime play. ★ Long Island Automatic Coin Employers Assoc. elects Irving Holzman, Harry Publiesi and Charles Ehrle officers. ★ Genco's "Big Top" introduced to trade. ★ Chicago Coin announces "Fireball." ★ J. Raymond Bacon leaves Rock-Ola to become president of F. H. Noble Company, Chicago, manufacturers of jewelry findings and trophies. ★ Music ops of Connecticut complete donation of fifty juke boxes.

NOV.

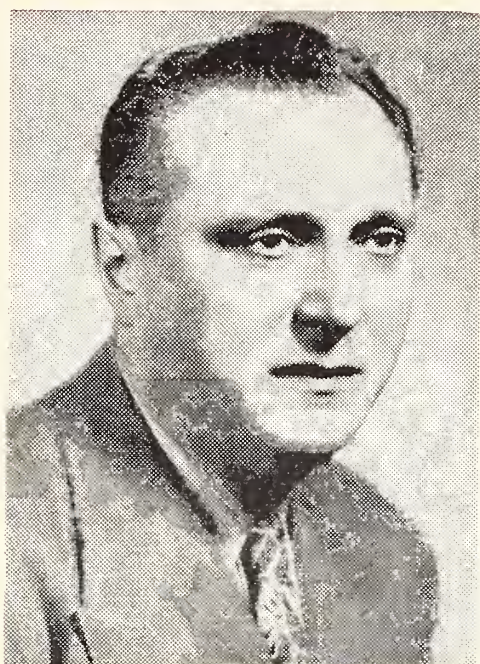
★ Greater Baltimore more starts dime, three for a quarter play. ★ Wurlitzer rewards top quota distribs with Bermuda cruise. ★ United introduces "Comet Shuffle-Targette." ★ United Music Operators of Michigan and police department work out teen-age program. ★ Crown Music to represent Wurlitzer in Georgia & S. C. ★ Miami ops elect Willie Blatt president for the fourth time. Keith Nelson, sec-treas., and Harry Housen, vice-president. ★ Mrs. Charles Ewing dies at the age of 55. ★ Abe Witzzen and Sol Groenteman fly to Europe. ★ Copeland sells distributing firm to employees. ★ Williams Manufacturing introduces "Colors", five ball novelty game. ★ Sierra Distributing Co. new Wurlitzer distrib for So. California and S. W. Nevada. ★ Kansas City music ops meet to discuss dime play. ★ Baltimore music ops meet

and approve ten cent play. ★ Noted coinmen purchase Las Vegas "Westerner." ★ Wayne Copeland announced as president of Sierra Distributing Co. ★ George Miller appoints Al Schlesinger special representative for MOA membership drive. ★ Tucson, Arizona ops discuss dime play. ★ Minneapolis music ops meet on dime play. ★ Exhibit Supply ships new gun, "Sportland Shooting Gallery." ★ Sierra Distributors opens Los Angeles branch. ★ Auto-Photo announces a new model 11 Auto-Photo Studio. ★ Ohio court upsets liquor board pin ban. ★ United introduces "Deluxe Mercury Shuffle." ★ Keeney ships "Sportsman" gun game. ★ Williams enlarges engineering and experimental departments. ★ Chicago Coin introduces "Thunderbolt." ★ Kansas music ops elect Byron McCoullough president.

DEC.

★ Bally ships "Magic Bowler" and "Mystic Bowler." ★ Sam Bushnell forms finance firm, Conditional Sales Credit Corp. ★ W. Mass. Ops discuss 10¢ play. ★ Wurlitzer holds sales meet in Miami Beach. ★ Al Denver re-elected president of Music Ops of New York. ★ Amusement Park show held in Chicago. Attracts many coinmen. ★ Taran Distributing Co. appoints J. T. Elkin sales manager. ★ R. F. Jones adds Alden D. Westover to sales staff. ★ Minneapolis music ops plan 10¢ play. ★ United Manufacturing appoints Ben Becker field representative. ★ Williams Mfg. Co. wins Henry A. Guenther Award at Parks show. ★ Pontiac, Mich. music operators plan to go on dime play. ★ Connie Boswell named "Juke Box Queen" for "A Day Of Dimes For The March of Dimes." ★ H. C. Evans & Co. general manager, Rex Shriver, dies at age of 68. ★ Gottlieb & Co. shipping "Diamond Lil." ★ Bally Mfg. announces new in-line, "Big Time." ★ Ft. Wayne Operators meet to discuss 10c play. ★ Williams intro-

duces novelty game, "Lulu." ★ Nebraska phono ops meet to discuss dime play. ★ J. H. Keeney & Company names three new distribs. Badger Sales in L.A., Calif.; Associated Amusements, Boston, Mass.; and Lehigh Specialty Co., Philadelphia, Pa. ★ International Mutoscope appoints Uni-Con Distributing Co., Kansas City, Mo., and Morris Novelty Company, St. Louis, Mo. as distribs. ★ Eddie Smith, music op, dies. ★ Lieberman Music, Omaha, Nebraska, opening pulls large crowd. ★ Philadelphia music ops plan dime play. ★ George W. Wrenn appointed Chicago Coin field representative. ★ Capacity crowd attends annual AMOA dinner-dance in Miami Beach, Fla. ★ United presents two new games, "Mars Shuffle Alley" and "Bonus Gun." ★ Siegel Distributing Co. of Canada named Genco distrib. ★ New York Amusement ops hold fifth annual dinner at Latin Quarter. ★ Leo J. Dixon, Dixon Distributors, Youngstown, O., retires. Jack Mulligan replaces him.



CANADA'S LARGEST DISTRIBUTOR
Congratulates
THE CASH BOX
on its
13th Anniversary

... the one publication that has been of inestimable value to all coin machine people throughout our entire Dominion ... and the one publication in which we place our complete faith and trust ... hoping that it will grow ever greater and grander with the years yet to come ... and the anniversaries yet to be celebrated.

Al Siegel

SIEGEL
DISTRIBUTING COMPANY, LTD.

637 YONGE ST.
 TORONTO, ONT., CANADA

2095 NOTRE DAME ST., WEST
 MONTREAL, QUE., CANADA

683 E. HASTINGS ST.
 VANCOUVER, B. C., CANADA

Sub-Distributor
 WILSON COIN MACHINE EXCH.
 191 PACIFIC
 WINNIPEG, MAN., CANADA

Exclusive Factory Distributors For

The Rudolph Wurlitzer Company

EASTERN ELECTRIC ★ LEAF GUM, INC.

Representatives For

Bally Manufacturing Co.



Williams Manufacturing Co.

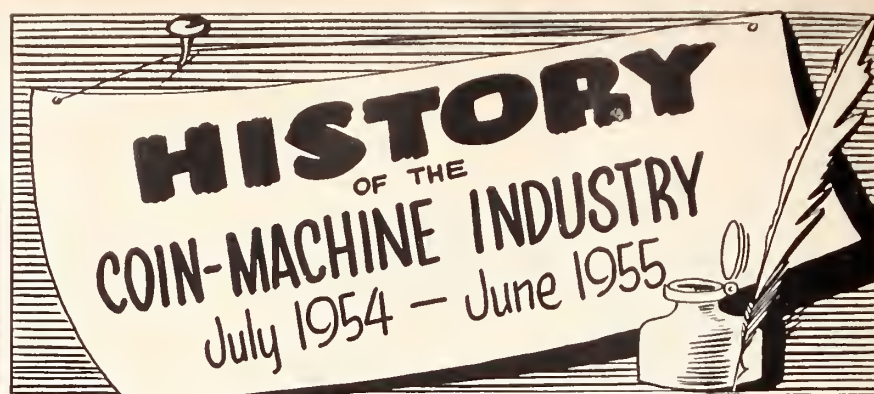
Exclusive Factory Distributors

Lieberman

MUSIC COMPANY
257 PLYMOUTH AVE., NO.
MINNEAPOLIS 11, MINN.

(Tel.: Fllmore 3025)

AMI, Incorporated
Automatic
Products Co.
Bally
Manufacturing Co.
Chicago Coin
Machine Co.
Exhibit Supply
D. Gottlieb & Co.
Watling
Manufacturing Co.
Williams
Manufacturing Co.
• • •
Coral Records
London Records
Dot Records
Essex Records
Cadence Records
Abbott Records



1955

JAN. ★ N. Y. C. licenses "guns" for new spots
★ Belgian Amusement Co., Antwerp, celebrates fifth anniversary. Al Polak, Abe Witsen and Sal Groenteman, International Amuse and Scott-Crosse, Philadelphia, attend ★ AMI Model F phonograph shown at Chicago Furniture Mart ★ Washington music operators form state-wide association ★ Tony Sanders opens Detroit Coin Machine Exchange in Detroit ★ Harold N. Lieberman, president of Lieberman Music Co., Minneapolis, Minn., appoints Bernard W. Luckman sales representative for Omaha branch ★ M.O.A. decides to support "A Day Of Dimes for the March of Dimes" ★ Vince Shay joins All States Coin Machine Exchange, Chicago ★ Scranton, Pa. music ops go dime play ★ Chicago Coin introduces "Criss Cross Target" ★ Johnny Bilotta becomes partner in Century Distributors ★ Juke box manufacturers announce intention of displaying at MOA Convention in March ★ Wurlitzer distributes show new

"Model 1800" phonograph ★ Baltimore, Md. ops re-elect Irv Goldner president of association ★ Williams Mfg. Co. institutes 9½ hour work day, 5½ days per week ★ Jules Ilshein, Albany, N. Y., advises his firm now to be known as ODCO, Inc. ★ Lee Taylor joins service department of Atlas Music, Chicago ★ Gottlieb introduces first 1955 pinball, "Twin Bill" ★ Exhibit Supply brings out card vendor catalog ★ Pfanstiehl Chemical Corporation, Waukegan, Ill., adds three new style needles to its line ★ Les Rieck becomes sales manager of Rock-Ola Mfg., phono division ★ James Tolisano elected president of Connecticut State Association ★ First 1955 anti-copyright act bill introduced in U. S. Senate (S.590) by Senator Kilgore ★ Williams Manufacturing Co. adds six engineers ★ Cleveland phono ops help raise funds for Ohio Boystown ★ Chicago Coin presents "Triple Strike Bowler" ★ Carl Trippe dies of heart attack.

FEB. ★ Phonograph manufacturers make joint statement advising all of their stand on forthcoming copyright legislation ★ United Manufacturing ships new shuffle "Lightning Shuffle Alley" ★ Wm. G. (Bill) FitzGerald rushed to hospital for emergency operation ★ Williams Mfg. Co. urges nation's pinball ops to change to dime play ★ Baltimore music ops banquet smash success ★ Michigan vendor ops form association. Mervin Jacobson elected president ★ Genco presents new gun in two models, "Criss Cross Wild West Gallery" and "Wild West Gallery" ★ Boston music ops meet to form association ★ Wurlitzer names Richard Luther export sales representative ★ Williams Mfg. Co. introduces five-ball "Spitfire" ★ Paul Rechtschafer announces wedding date, May 29 ★ Joe Robbins joins Empire Coin, Chi-

cago. ★ Dan Finegan joins Roanoke Vending Exchange, Inc., Richmond, Va. ★ Chicago Coin presents "Arrow Bowler" ★ Atlanta, Ga. ops form association ★ Art Weinand joins Williams Mfg. Co. in exec capacity. To take effect March 1 ★ Lou Rosenberg re-elected president New York Games Association ★ Frank Mencuri returns to Exhibit Supply as vice president ★ Genco starts six day work week ★ Gottlieb & Company releases "Gypsy Queen" ★ Eastern Massachusetts ops form association ★ Ed Hall named Exhibit Supply sales manager ★ RCA Victor announces "Miss Juke Box" contest to be concluded at the MOA Convention in Chicago ★ Scientific Machine Corp. shipping "Bing-O-Reno" ★ United Jewish Appeal announces its guest of honor for the coin machine fund drive will be Joe Young, New York.

MAR. ★ Music ops now face three bills. Kilgore Bill (S.590); Thompson Bill (H.R. 2677) and Thompson Bill (H. R. 4316) ★ Westchester ops set May 10 for Dinner-Dance ★ Walter Hillebrand, Cologne, Germany coinman, visits United States ★ The Fletcher A. Blalocks of New Orleans, parents of an 11 lb. 3 oz. baby girl, Gera Lynne ★ Bob Waggener dies of heart attack in Glendale, California ★ United ships "Manhattan", new in-line game ★ N. Y. Games Assn. changes officials. Barnett Tannenbaum, vice-president, and William Parker, treasurer resign, George Holzman takes over as vice-president and Jack Semel as treasurer ★ MOA meet held March 28, 29 and 30 ★ Assemblyman John G. Ryan

introduces bill in Illinois State Legislature to outlaw monopoly of music copyright societies ★ Gottlieb presents 2 player pinball, "Duette" ★ Howie Freer joins Simon Dist., Los Angeles ★ Bally introduces new kiddie gun, "Bull's Eye" ★ Massachusetts music ops aid cerebral palsy fund drive ★ New York coinmen form committees for Jewish Appeal drive ★ Pittsburgh, Pa. ops studying dime play ★ Keeney premieres "Deluxe Coffee Vendor" ★ Miami operators form new association ★ Williams Manufacturing presents new gun, "Polar Hunt" ★ Ed Heath forms Heath Sales Company, Macon, Ga. Bally brings out new in-line game, "Gayety" ★ Dallas Music ops meet to discuss dime play.

OUR *VERY* SINCEREST
Congratulations

TO

The Cash Box

ON ITS

13TH ANNIVERSARY

FROM ALL THE MEMBERS OF

WEST VIRGINIA MUSIC GUILD

West Virginia—"The Switzerland of America"

Downey-Johnson Coin Counter Sorts and Counts Coins of All Nations

CHICAGO — Charles Johnson of Globe Distributing Company, this city, advises that all Downey-Johnson Coin Counters and/or Sorters will handle the coins of all nations.

Johnson explained, "As long as we have the dimensions of any coin, it is a very simple adjustment to make any one of our coin counters or coin sorters adjustable to handle the coins of the nation that gives us dimensions of their coinage."

He also explained that speed is not effected by the adjustments. Coins roll thru the machines just as fast as do American coinage, for which the machines were originally created.

Said Johnson, "For some time now we have been answering individual requests for our Downey-Johnson Coin Counters and Downey-Johnson Coin Sorters regarding the coins of various nations."

"This time," he continued, "we want all the industry to know that our machines can handle the coins of any nation, as long as those who are ordering the machines will advise us the dimensions of the coinage they have, or will send us sample coins of their nation."

The Downey-Johnson Coin Counters and Coin Sorters are recognized all over the world for their marvelous efficiency.

Without them many firms would be paying heavy labor costs just counting the various coinage from their operations.

Many fine models of these machines are already available for the international market. Inquiries are being handled very speedily by Globe Distributing Company every week.

Congratulations, Bill for 13 years of constructive work

Ray Moloney

Congratulations

ON YOUR

13th Anniversary

Jack Fagman

AND THE ENTIRE STAFF OF

Fagman, Inc

SHERMAN HOTEL, CHICAGO

"Haberdashers To The Industry"

"Mahzel Toff"

on your 13th Anniversary

★

Joe Brilliant

BRILLIANT MUSIC COMPANY

19963 LIVERNOIS AVE., DETROIT, MICHIGAN

*Sincerely—God Bless
"The Cash Box"*

Angelo Delaport

REX COIN MACH. DISTRIBUT. CORP.

831 SO. SALINA STREET

SYRACUSE, N. Y.

The Firm That Service Built
ALLAN SALES, INC.

Invites You To Visit Its New
 6 Story Building At

**937 MARKET ST.
 WHEELING, W. VA.**

(All Phones: WHEELING 5472; 5473)

**HIGHEST PRICES PAID
 FOR USED**

BINGOS

NO QUANTITY TOO SMALL OR TOO LARGE

WRITE!! WIRE!! PHONE!!

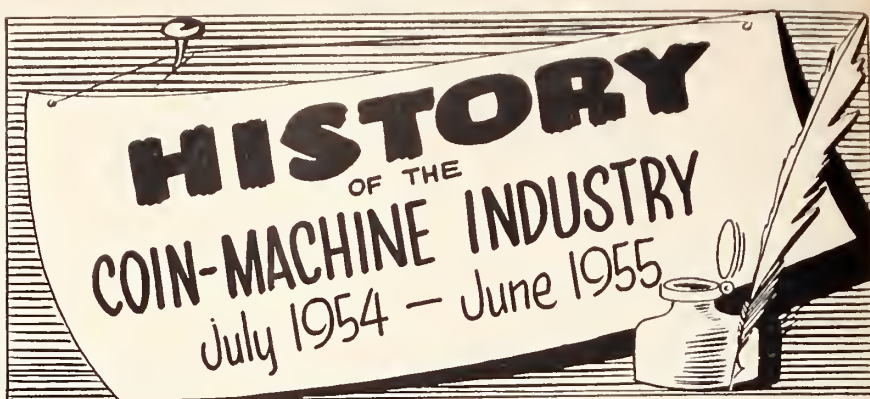
Remember! We'll Pay You Top Prices For Bingos

*Congratulations
 to
 The Cash Box
 on your
 13th Anniversary
 from
 Mike Dale*

**COMMERCIAL PHONOGRAPH
 SURVEY**

110 NORTH FRANKLIN ST., CHICAGO, ILLINOIS

**SIX YEARS OF UNEXCELLED PUBLIC RELATIONS SERVICE
 FOR THE PHONOGRAPH OPERATORS OF CHICAGO**



1955

APR.

★ Fifth annual MOA Show proclaimed greatest ever ★ Bally introduces two new shuffle bowlers—"Gold Medal" and "Blue Ribbon" ★ J. H. Keeney & Co. names Billy Coan regional vending manager ★ Wilkes-Barre, Pa. ops form association ★ Ed Ristau joins Rock-Ola as director of sales of all divisions ★ Dixon Distributors become Music Vend Corporation ★ N. W. Montana goes dime play ★ S. D. phono ops re-elect Gordon Stout president ★ John Haddock appoints Charles Burgess marketing vice-president ★ ASCAP entertainers hypo overseas soldiers to write for passage of "Kilgore" bill ★ Chicago Coin presents "Hollywood Bowler" ★ Ralph Sheffield named Genco sales director ★ Jack Burns joins Empire Coin Machine Exchange, Chicago, sales staff ★ United Mfg. releases new "Venus Shuffle Targette" ★ Jim Hunter to manage Sandler Distributing Des Moines office ★ Williams Mfg. introduces 5 ball "Peter Pan" ★ Ray Cunliffe, treasurer of MOA, dies suddenly ★ Wurlitzer names Donald Beyer, assistant to A. D. Palmer, Jr., phonograph sales manager ★ Sidney H. Levine, MOA legal counselor,

debates copyright bills on Steve Allen's network TV show ★ Phil Levin elected president of Chicago's Music Ops ★ National Coin Machine Distributors Association reactivated Harold Lieberman, Minneapolis, Minn. elected president; Al Schlesinger appointed managing director ★ The J. Rosenfeld Company, St. Louis, Mo. opens new larger quarters ★ Gottlieb Mfg. presents baseball five-ball, "Sluggin' Champ" ★ Chicago Coin announces new baseball game, "Big League" ★ "20 Year Club Council" formed ★ Williams Mfg. introduces four-player pinball game, "Race The Clock" ★ Rock-Ola execs attend distrib's showings of new "1448" ★ ASCAP steps up letter writing campaign seeking passage of copyright bills ★ N. Y. Coin Machine employees' Union holds dinner at the Carnival, New York. ★ Williams announces new baseball game, "King Of Swat" ★ Interpretation by Federal Government on shuffle game license and use of prizes favorable. Only \$10. license needed ★ Sam Lewis named Exhibit vice-president ★ Howie Freer leaves Simon Distributing, L. A. firm ★ Bill Alberg, coin machine pioneer, dies at age of 65.

MAY

★ Lew Jones Distributing Co. Indianapolis, Ind., appointed Wurlitzer distrib for his territory ★ Chicago Coin introduces "Bonus Score Bowler" ★ AMI honors employees with five or more years of service ★ West Virginia operators holds statewide meet on dime play ★ Genco shipping new "Sky Rocket" rifle ★ National Coin Machine Distributors Association opens official Chicago headquarters ★ Keeney shipping new 2 in 1 Bowler, "Speed-Lane Bowler" and "Palisades Bowler" ★ Mondial Commercial appointed distrib for Gottlieb in Fr. Morocco and Algeria ★ Chicago Phono Bowling League hold banquet. Bill Gersh again MC's ★ United presents new roll down, "Derby Roll" ★ Westchester, New York Ops Guild holds fourth annual banquet ★ Gottlieb introduces new 4-Player Pinball,

"Jubilee" ★ Phoenix, Arizona district attorney Morrison proclaims pinball machines ok if no payoff in money or prizes ★ Martin Britz, Britz Music Co., Great Falls, Montana, elected MOA treasurer to replace deceased Ray Cunliffe ★ Richmond, Va. music ops meet to form association ★ Manufacturers elated with great second quarter ★ Silver King Corp., Aurora, Ill. elects John E. Scanlan president ★ Wurlitzer sales and income up for fiscal year ending March ★ Williams Mfg. Co. delivering new 5-ball, "Wonderland" ★ Joe Glavin opens Globe Distributing Co., Syracuse, N. Y. ★ United Mfg. sending out new in-line game, "Triple Play" ★ Jerry Shuman, after 18 years with Gillette Dist., joins Coven Distributing Co., Chicago ★ B & G Amusement buys Harris Music Co., Kansas City, Mo.

JUNE

★ D. Gottlieb & Co. promotes pinballs as "American Way of Life" ★ Comex, Inc. takes over patents, mfg. rights and equip. of Ristaurat ★ Exhibit Supply announces new gun "Treasure Cove Shooting Gallery" ★ Logan, W. Va. goes dime play ★ "20 Year Club Council" meets in Chicago ★ M. C. Watson, Iowa Novelty Co., Cedar Rapids, Iowa, named distrib for Keeney ★ Al Bergman, Sheldon Sales, Inc., Buffalo, N. Y., opens offices in Syracuse, N. Y., named Sheldon Sales of Syracuse Corp. ★ Ben Haskell, lawyer, returns to industry as partner of Teddy Blatt, to handle law matters for coinmen in New York ★ Si Wolfe, Wolfe Distributing, opens new Birmingham, Ala. offices ★ Mass. Music Ops Assn. elect Dave Baker, pres.; Bert Howell, vp; Peter Pompeo, treas.; and Ralph Lackey, secy. ★ United Music Ops of Mich. elect officers: Jim Jeffry, pres.; Harry Nor-

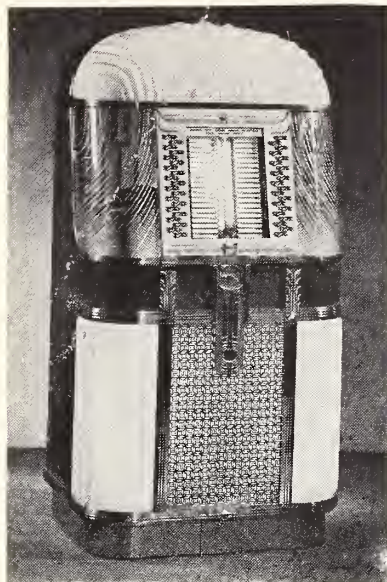
ton, vp; Jim Robson, secy.; and Anthony Siracuse, treas. ★ N. Y. State Ops Guild holds annual dinner-dance at Concord Hotel, in the Catskill Mts. Large turnout. ★ California Music Merchants Assn. hold 22nd Anniversary party in Oakland, Calif. Greatest ever. ★ Abe Sussman, State Music, Dallas, Tex., named Gottlieb distrib. ★ So. Dakota Phono Ops Assn. holds two-day state meet in Pierre. ★ Joe Young-UJA Testimonial Dinner at Hotel Sheraton-Astor great success. Attendance and donations (pledged previous to dinner) break records. ★ Bally introduces new in-line game "Gay Time". ★ United brings out "Derby Roll", two-player ball roll-down. ★ Gottlieb ships new game "Southern Belle". ★ Genco announces new baseball game. ★ United announces new 6-player shuffle game "Capitol". ★ Wurlitzer announced it has been selected to display musical instruments at "Disneyland".

AMI**Post-War Phonographs**

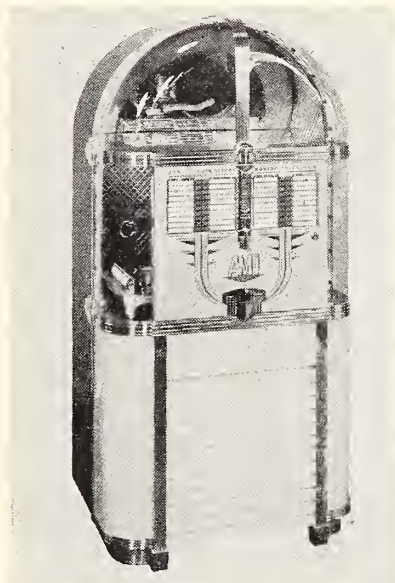
(Published As A Service To The Trade
To Help Identify Each Model)

**Model "A"**

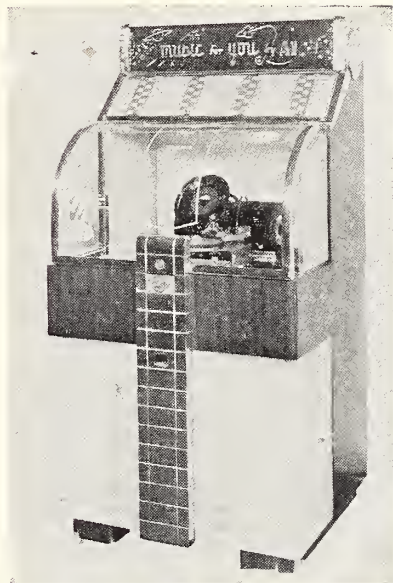
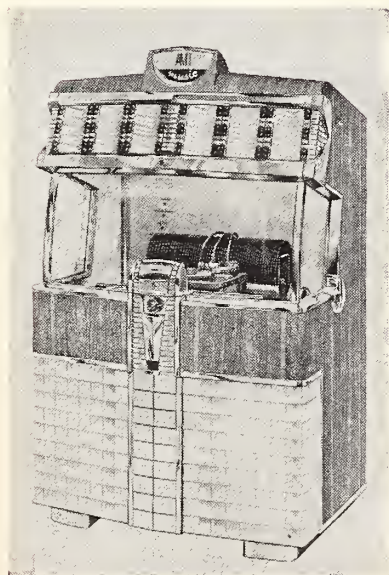
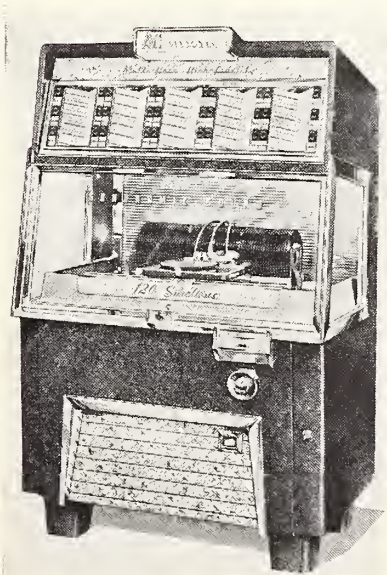
(1946—40 Selections—78 rpm)

**Model "B"**

(1948—40 Selections—78 rpm)

**Model "C"**

(1950—40 Selections—78 rpm)

**Model "D"**1951—40 Selections—78 rpm
—80 Selections—45 rpm**Model "E"**1953—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm**Model "F"**1954—40 Selections—78 rpm
—80 Selections—45 rpm
—120 Selections—45 rpm

The World's Foremost Distributor
Congratulates
The World's Foremost
Coin Machine Publication
THE CASH BOX
on its
13th Anniversary

DISTRIBUTORS OF THE WORLD'S FOREMOST

✓ *Phonograph***...AMI**✓ *Amusement Machines***...BALLY**✓ *Kiddie Rides***...BALLY**✓ *Cigarette and Coffee Vendors***...KEENEY**✓ *Amusement Machines***...KEENEY**✓ *Needles***...PERMO**

RUNYON
SALES COMPANY

593 TENTH AVE., NEW YORK, N. Y.
221 FRELINGHUYSEN AVE., NEWARK, N. J.
231 WINDSOR ST., HARTFORD, CONN.

"It's What's in THE CASH BOX That Counts"

*I'm Still Thanking
God for 10¢ Play*

Lou Casola

MID-WEST DISTRIBUTING COMPANY

208 NORTH MADISON, ROCKFORD, ILL.

IN COLUMBUS, OHIO FOR

The Finest, Friendliest, Personal Service . . . The
Best Equipment . . . All Supplies and Parts . . .

IT'S

Sam Solomon

UNIVERSITY COIN MACHINE EXCHANGE

858 N. HIGH ST., COLUMBUS, OHIO

(Tel.: KLondike 3529)

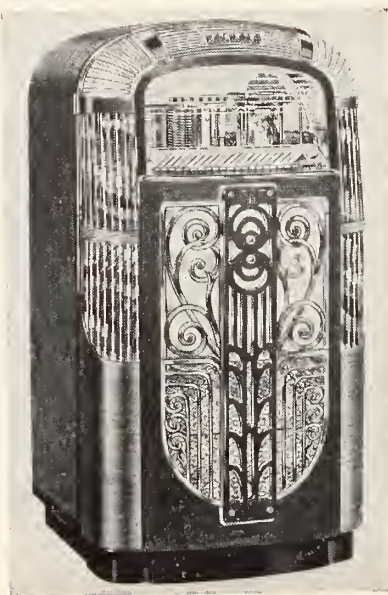
EXCLUSIVE DISTRIBUTORS FOR

EXHIBIT SUPPLY • CHICAGO COIN
• GENCO MFG. & SALES CO. •
FEDDERS - QUIGGAN AIR CONDITIONERS

ROCK-OLA

Post-War Phonographs

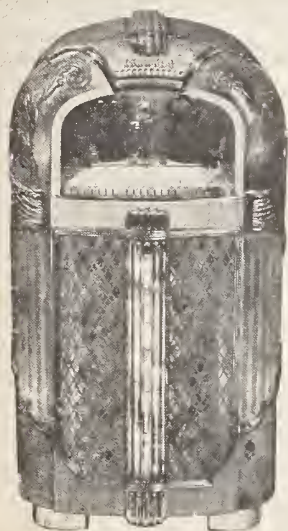
(Published As A Service To The Trade)
To Help Identify Each Model



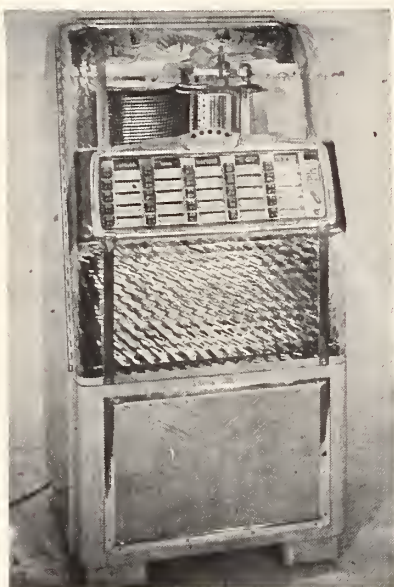
Model 1422
(1946—20 Selections—78 rpm)



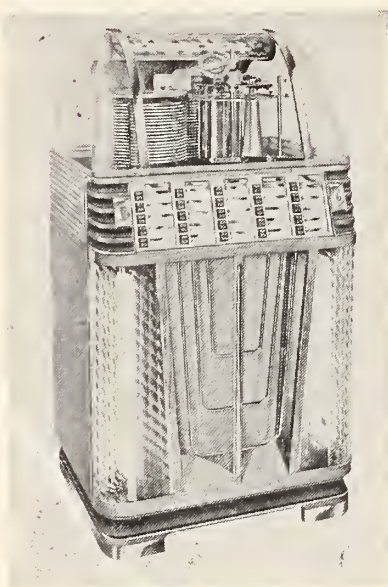
Model 1426
(1947—20 Selections—78 rpm)



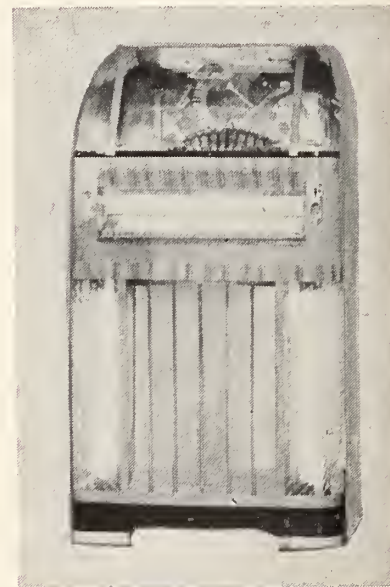
Model 1428
(Magic-Glo)
(1948—20 Selections—78 rpm)



Model 1432
(51-50 Rocket)
(1950—50 Selections—78 rpm)



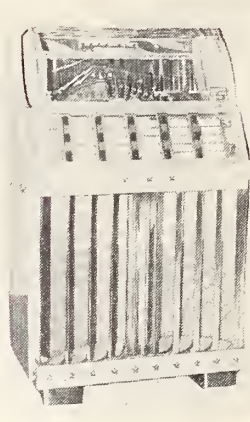
Model 1434
(Super Rocket '52-50)
(1951—50 Selections—78 rpm)



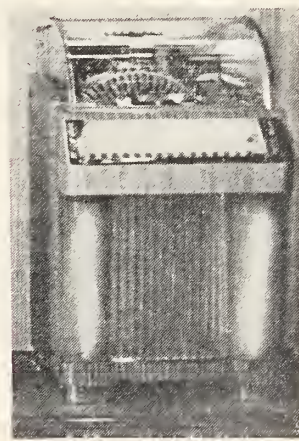
Model 1436
(Fireball)
(1952—120 Selections—45 rpm)



Model 1438
(Comet)
(1954—120 Selections—45 rpm)



Model 1442
(1954—120 Selections—45 rpm)



Model 1446
(1954—120 Selections—45 rpm)



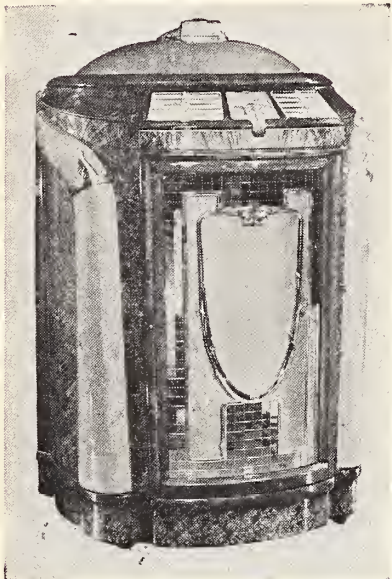
Model 1448
(1955—120 Selections—45 rpm)

"It's What's in THE CASH BOX That Counts"

SEEBURG

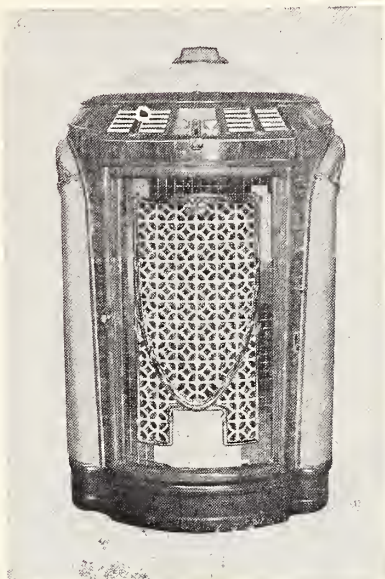
Post-War Phonographs

(Published As A Service To The Trade
To Help Identify Each Model)



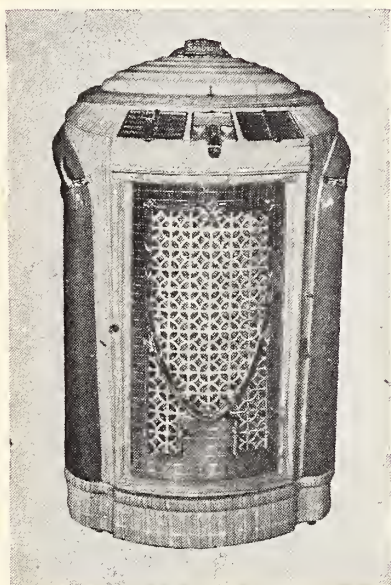
Model 146

(1946—20 Selections—78 rpm)



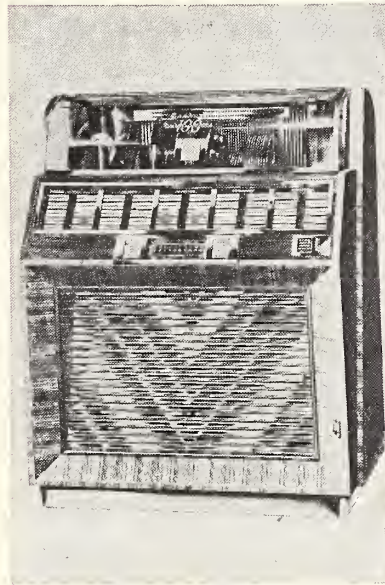
Model 147

(1947—20 Selections—78 rpm)



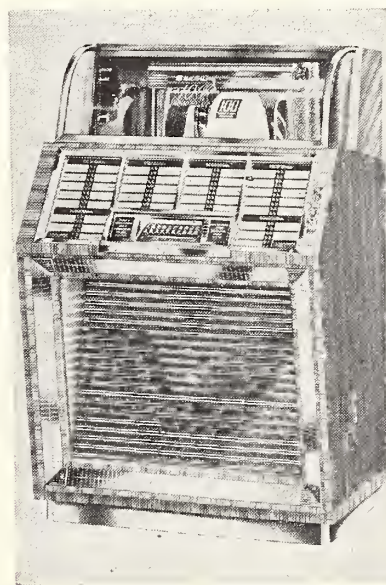
Model 148

(1948—20 Selections—78 rpm)



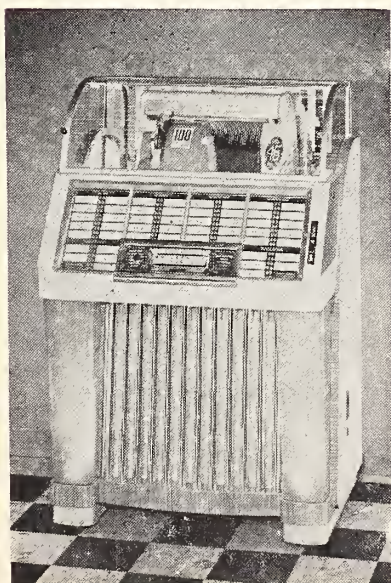
Model M100A

(1949—100 Selections—78 rpm)



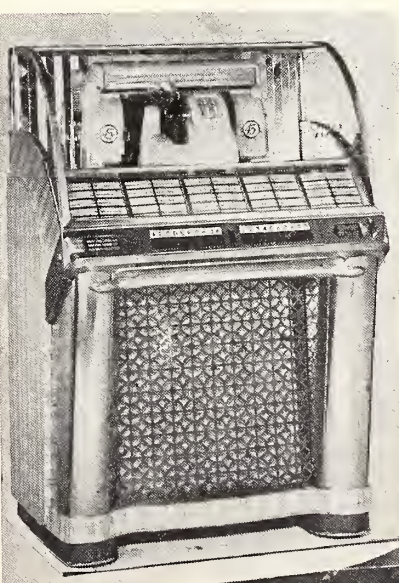
Model M100B

(1951—100 Selections—45 rpm)



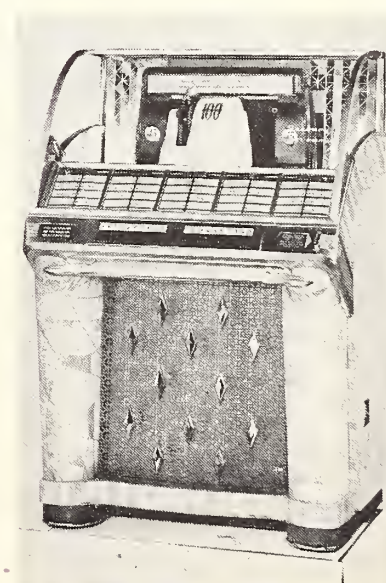
Model M100C

(1952—100 Selections—45 rpm)



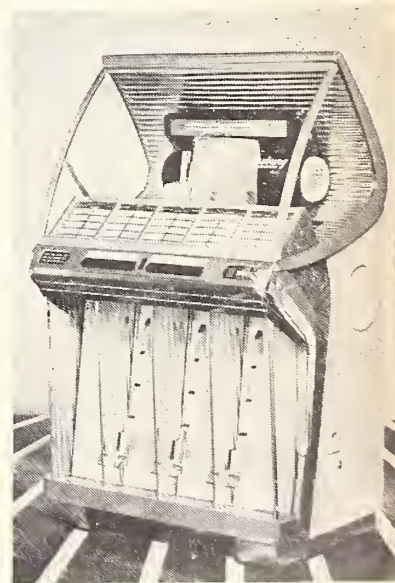
Model HF-100G

(1953—100 Selections—45 rpm)



Model 100W

(1953—100 Selections—45 rpm)



Model HF-100R

(1954—100 Selections—45 rpm)

Congratulations

"Cash Box"

ON YOUR 13TH ANNIVERSARY

"THE BEST MAGAZINE IN THE INDUSTRY"

Jimmy Savarese

Valley Sales

1526 MISHAWAUKA AVE., SO. BEND, IND.

Congratulations to Bill Gersh and "Cash Box"
"You've Certainly Done All Operators
A Lot Of Good"

PAUL and ELLEN BROWN

WESTERN AUTOMATIC MUSIC, INC.

4206 N. WESTERN AVE., CHICAGO 18, ILLINOIS

**HAPPY
BIRTHDAY**

THIS WEEK TO:

Wm. J. Burke, Darling, Pa.
Robert E. Gnarro, Chicago, Ill.
Raymond S. Harrison, Miami
Beach, Fla.
Irving Geltzer, New London, Conn.
Joe Steele, Houston, Tex.
Bill Bye, Kansas City, Kans.
Phil Weinberg, Dallas, Tex.
W. B. Atkins, Oklahoma City,
Okla.
James J. Savarese, South Bend,
Ind.
Wallace J. Williams, Knoxville,
Tenn.
Harry Daul, Green Bay, Wisc.
J. W. Haussmann, Hazelton, Pa.
Thomas D. Butcher, Sr., Carbon-
dale, Ill.
Wm. P. Bolles, Chicago, Ill.
Frank Mencuri, Chicago, Ill.

"It's What's in THE CASH BOX That Counts"

WURLITZER

Post-War Phonographs

(Published As A Service To The Trade
To Help Identify Each Model)

*Congratulations
to
Bill Gersh
and
The Cash Box*

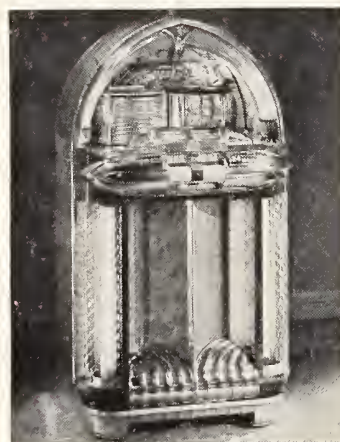
RECORDED MUSIC SERVICE ASSOCIATION
CHICAGO



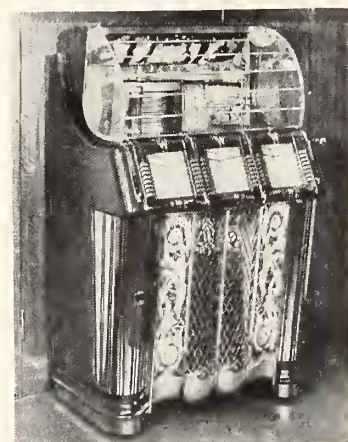
Model 1015
(1946—24 Selections—78 rpm)



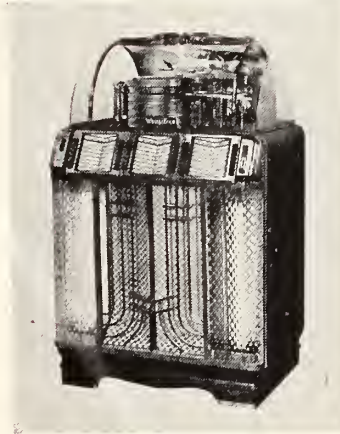
Model 1080
(1946—24 Selections—78 rpm)



Model 1100
(1948—24 Selections—78 rpm)



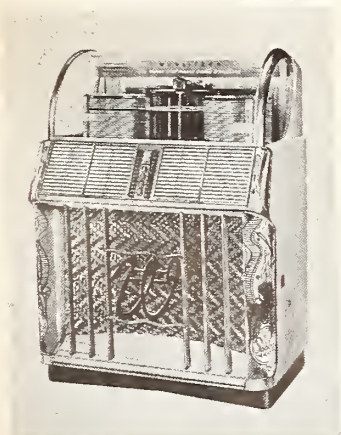
Model 1250
(1950—48 Selections—78 rpm)



Model 1400
(1952—48 Selections—78 rpm)



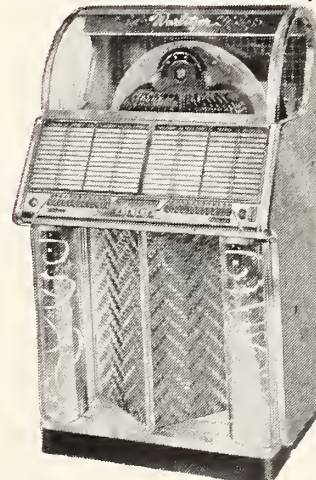
Model 1500
(1953—104 Selections—45 & 78 rpm)



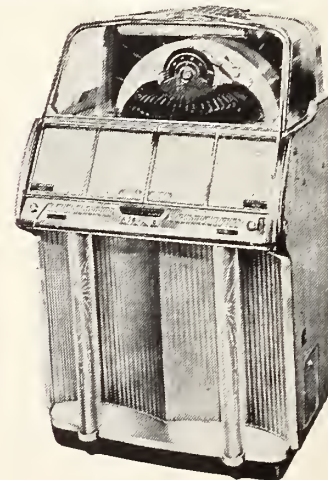
Model 1500-A
(1953—104 Selections—45 & 78 rpm)



Model 1600-1650
(1953—48 Selections—78 rpm)



Model 1700
(1954—104 Selections—45 rpm)



Model 1800
(1955—104 Selections—45 rpm)

"It's What's in THE CASH BOX That Counts"

FREE...

**Copy of The Sensational
Historical and Statistical
13th ANNIVERSARY ISSUE
of THE CASH BOX
to the
First 500 Subscriptions
Arriving At This Office Accompanied
With The Application On The Bottom
Of This Page**

***ADDITIONAL COPIES of the 13th ANNIVERSARY
Issue AVAILABLE FOR A SHORT TIME ONLY
at \$5.00 per copy***

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please enter my subscription for 1 year and mail me a copy of the
13th ANNIVERSARY Issue. Enclosed is \$15.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE CASH BOX
26 West 47th St.
NEW YORK 19, N. Y.

Gentlemen:

Please send me

☐ Additional Copy (Copies)
of The 13th Anniversary Issue.
Enclosed is \$5.00 For Each Copy.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

LEADING THE WAY TO BIGGER PROFITS IN OKLAHOMA

WITH THE WORLD'S FINEST PRODUCTS

**WURLITZER
UNITED
GENCO
GOTTLIEB
WILLIAMS**

*PLUS—The Finest and Friendliest
Service You've Ever Enjoyed!*

C. A. (Shorty) CULP

CULP DISTRIBUTING CO.

614 WEST GRAND STREET, OKLAHOMA CITY, OKLAHOMA

*Congratulations
Bill Gersh and Joe Orleck
on the 13th Anniversary of
The Cash Box*

"THE 'BIBLE' OF OUR INDUSTRY"

HOLLYWOOD ARCADE

430 SOUTH STATE STREET • CHICAGO

Congratulations

to

The Cash Box

"The Bible" of our Industry

for 13 Great Years

from

**KANSAS CITY MUSIC
OPERATORS ASSOCIATION**

KANSAS CITY

MISSOURI

The Cash Box "SECOND QUARTERLY EXPORT EDITION"

(APRIL-JUNE, 1955)

FOREWORD

Since publication of the "First Quarterly Export Edition" in Spanish, French, German and English, which appeared in the April 2, 1955 issue of The Cash Box, requests have come in from almost everywhere in the world to continue such quarterly reports.

This is, then, the "Second Quarterly Export Edition" of The Cash Box and, very happily, it appears in the 13th Anniversary Issue of this publication.

Regardless of economics and business trends, this second quarter of 1955 has, to say the very least, taken the entire American trade by storm. Many are amazed at the tremendous business upsurge which is continuing on without halt and, in fact, seems to be growing greater.

Whereas 1954 finished on an optimistic note business wasn't, at that period, of a caliber which could be pronounced anything like "booming". But businessmen had hope, and were of the belief that the industry could go on ahead, so optimism ranked high.

The first quarter of 1955 proved them correct. This second quarter went beyond the expectations of the majority. Amazement continues as business climbs ever higher with the nation's booming economy. It now seems that the national business boom has become part and parcel of this industry.

Export business from the United States to almost every known country in the Free World has, most definitely, been riding high. Manufacturers, as well as distributors and jobbers, have been receiving orders in much increased quantity.

What is more, the nation's coin machines manufacturers and distributors are now of the very optimistic opinion that business will continue on ahead at this very good pace. Many see new sales records resulting.

REVIEW

AMI, Inc., Grand Rapids, Mich. This firm is well under way with its new models high fidelity automatic phonographs, featuring 40, 80 and 120 selections, as well as high fidelity musical accessories. This phonograph, "Model 'F'", is the very first of its kind to present a choice of various colored cabinets. Distributors of this phonograph feature the different colored cabinets on their showroom floors. Like the modern automobiles, the firm feels that it is meeting the new "color-conscious" trend of the general public. It seems that the public has taken to the varied colors. Those who operate these new and colorful AMI phonographs and music accessories reported to be enjoying very good business.

Bally Manufacturing Company, Chicago, Ill. This is one of the most active manufacturing firms in the industry. No sooner did The Cash Box' "First Quarterly Export Edition" appear than this firm was readying new products. This firm's "Magic Bowler" and "Mystic Bowler" were still in high speed production. But now the firm also presented an entirely new in-line pinball game, "Gayety", and was also presenting new type amusements for children, as well as new bowling games. The firm introduced, "Gold Medal" and "Blue Ribbon" bowling games. The firm also displayed a new children's ride called, "Hot Rod". This is one of the most attractive of such

products yet presented to the field. In addition, a new gun-game was presented for the benefit of the children called, "Bull's Eye". This firm now has in production the following: "Bally Gayety", an in-line pinball game; "Gold Medal" and "Blue Ribbon" bowlers; "Bull's Eye", a coin operated shooting gallery for children; "Hot Rod", a coin operated auto ride; and "Champion", the new riding horse with all-metal cabinet.

Buckley Manufacturing Company, Chicago, Ill. This firm, among the well known in the industry, reentered the amusement field with a product that met with the approval of a number of people. It is called: "Buckley Electronic Bingo". It was not generally displayed. Those who viewed it learned that it has proved acceptable in some of the states in this country. This is one product which importers may find very interesting.

Chicago Coin Company, Chicago, Ill. This manufacturer has been enjoying tremendous success with bowling games. To open the second quarter of the year, this firm presented another very fine bowling game, "Arrow Bowler". This was running simultaneously on its production lines with, "Criss Cross Target" and also "Round The World Trainer". During the week of April 6 this firm introduced "Hollywood Bowler". Taking advantage of the opening of the American baseball season, this firm announced another game called, "Big League". This game was introduced to the trade the very first week in May. It introduced still another type bowling game, "Bonus Score Bowler", during the third week of May, 1955. This bowling game, too, met with very fine acclaim.

Exhibit Supply, Chicago, Ill. This factory has been actively engaged in this business for over 50 years. This firm had in production during the second quarter some of the greatest products it had ever presented to the trade. These are: "Model 500 Shooting Gallery", "Junior Jet Ride", "Big Bronco", "Roy Rogers' Trigger", "Rudolph The Red Nosed Reindeer", "Pete The Rabbit", "Rawhide", "Space Patrol", "Sea Skate", and the "Vacumatic Card Vendor". With the exception of the "Model 500 Shooting Gallery" gun game and the "Vacumatic Card Vendor" the rest of these products are all well accepted amusements for children.

Genco Manufacturing & Sales Company, Chicago, Ill. As the second quarter of the year got well under way this firm was doing a very fine production job with "Wild West" and "Criss-Cross Wild West" gun games. Demand continued at a very satisfactory rate. The firm announced, about the beginning of May, 1955, that it had an entirely new gun game for the market called, "Sky Rocket". The effect, for the firm, was absolutely electrifying. It has been working at top speed production ever since.

D. Gottlieb & Company, Chicago, Ill. The last report importers had on this firm was the production of two very fine games, "Diamond Lill", a five-ball novelty pinball game, and "Super Jumbo", an entirely new pinball game featuring a four-player principle. The firm produced still another type two-player pinball game called, "Duetto". Around the latter part of April, in addition to this game, the firm introduced, "Sluggin' Champ", a novelty

(Continued on next page)

The Cash Box

"SECOND QUARTERLY EXPORT EDITION"

(APRIL-JUNE, 1955)

(Continued from preceding page)

five-ball game with baseball as its theme. About the middle of May, 1955, this firm introduced its second four-player pinball game, "Jubilee". As this report goes to the presses the firm finds itself enjoying a very fine demand for this four-player game, "Jubilee".

J. H. Keeney & Company, Inc., Chicago, Ill. At the last printing of the products of this firm, in the "First Quarterly Export Edition" of The Cash Box, there was omitted a brand new vending machine because this firm was, as yet, testing this product. This was the "Keeney DeLuxe Hot Coffee Vendor" which has, since then, become accepted thruout the entire trade. In the meantime, the firm was continuing to produce its famed, "Keeney Electric Cigarette Vendor". This firm has been kept busy meeting orders on both of these vending machines. About mid-May, 1955, it introduced a new innovation in bowler games with its "Speed-Lane Bowler" which is two games in one. With but the simple changing of the back glass and the insertion of but one plug "Speed-Lane Bowler" becomes "Palisades Bowler".

Rock-Ola Manufacturing Corporation, Chicago, Ill. Just as the second quarter began this firm introduced a new automatic phonograph, "Model 1448". This phonograph features 120 selections in an entirely new cabinet with new styling and is completely changed from anything the firm had ever presented. The firm is working hard to step up production to handle all orders. This was the only new automatic phonograph introduced during the second quarter.

J. P. Seeburg Corporation, Chicago, Ill. This large and outstanding manufacturer of high fidelity automatic musical instruments and musical accessories continued among the busiest in the industry all during the second quarter. The same 100 selection high fidelity phonograph, Model HF-100-R, as reported in the "First Quarterly Export Edition" of The Cash Box, continues in high speed production. The automatic music accessories of this firm are also very popular. Shipments are going out in quantity everywhere every day. This firm continues to step up production schedules to meet increased demand from all over this country and from all importers thruout the world.

United Manufacturing Company, Chicago, Ill. In keeping with the speedy production of this popular factory, even before The Cash Box' "First Quarterly Export Edition" was off the presses, the firm had introduced an entirely new bowling game called, "Lightning Shuffle Alley". In the meantime, this factory was busily at work producing "DeLuxe Comet Shuffle Targette" as well as "Comet Shuffle Targette", "Bonus Gun" and "DeLuxe Bonus Gun". Even before another week had passed by this firm had a brand new in-line pinball game on its production lines, "Manhattan". In addition, "Clipper Shuffle Alley", "Venus Shuffle Targette" and "DeLuxe Venus Shuffle Targette" were placed in production. The firm also introduced an entirely new game called, "Derby Roll". In June, 1955,

it brought out a new in-line pinball game "Triple Play."

Williams Manufacturing Company, Chicago, Ill. This was a very busy factory as the second quarter of the year came into being. On the production lines were "Spitfire" a five-ball novelty game, "Polar Hunt" and "Safari" gun games. Then before many weeks has passed, the firm introduced a brand new five-ball pinball game, "Peter Pan", and an entirely new type amusement machine, "Sidewalk Engineer". Within another few weeks the firm also announced a four-player pinball game called, "Race-The-Clock". Nor did the firm wait very long to also enter into the baseball game field with, "King Of Swat". And added another new five-ball novelty pinball game to its line called, "Wonderland".

Away from the City of Chicago, Illinois, the manufacturing center of the industry, other fine manufacturers were also appealing to all the world's coin operated machines industry with outstanding products.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. This well known musical instrument manufacturer presented an entirely new phonograph, "Model 1800", which has, since its introduction, been very well accepted among the high fidelity automatic phonographs. Production has been at a speedy pace. Executives of the firm report that business has been very good with sales growing greater as the weeks go by.

International Mutoscope Corporation, Long Island City, New York, N. Y. This well known firm, among the oldest in the industry, has continued to enjoy a very fine business. Its "Photomatic" picture taking machine is in constant demand. Its arcade machines "Drivemobile", "Universal Post Card Vendor" are also in fine demand. The firm is well accepted thruout the world. Importers are all well acquainted with its products.

Auto-Photo Company, Los Angeles, Calif. This firm has won extremely good business for its very fine picture taking machine. There is no need to go into a long description of this product which is now so well known. Suffice it to state that this manufacturer has continued among the busiest in the country. Increased production schedules may yet place this manufacturer in the position of meeting all the demand being pressed upon this factory.

To bring this very outstanding second quarter to a conclusion, it is probably best to report that the prosperity which is current thruout the nation at this time, is reflected in the business which is being accomplished thruout the entire coin operated machines industry. From distributors, who are shipping reconditioned machines, to the manufacturers, whose new products have won such outstanding acceptance there is no doubt that, with business at its present peak, the third quarter and even the fourth quarter, are sure to prove 1955 among the greatest business years in the history of this industry.

THE BEST ADVICE of ALL TIME

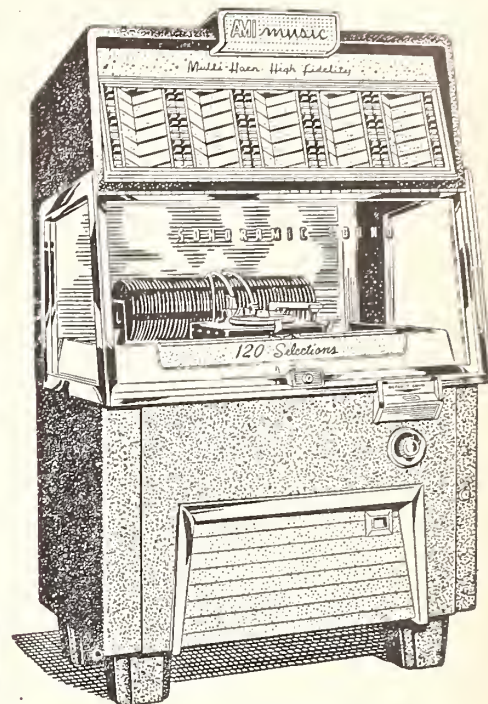
BUY

The

Model

"F"

PHONO



Exclusive Factory Distributors
AUTOMATIC PHONOGRAPH DISTRIBUTING CO.

806 N. MILWAUKEE AVE., CHICAGO, ILLINOIS
(ALL PHONES: CHESAPEAKE 3-4900)

Congratulations "CASH BOX"

FOR DOING SO GREAT A JOB FOR 13 YEARS

J. R. (Pete) Pieters

KING-PIN

EQUIPMENT COMPANY

826 Mills Street

KALAMAZOO, MICH.

Joe Auton

KING-PIN

DISTRIBUTING COMPANY

4737 John C. Lodge Expressway

DETROIT, MICH.

Congratulations on your

Thirteenth Anniversary

May you enjoy many, many more anniversaries to continue to serve the operators as you have these past thirteen years

WALTER OOMENS SONS

3260 W. ARMITAGE AVE.

(Tel.: BElmont 5-6620)

CHICAGO, ILL.

Congratulations
to . . . Bill Gersh and The Cash Box
BOB BUCKLEY
AIRLINE CIGARETTE SERVICE
3758 AIRLINE HIGHWAY, NEW ORLEANS, LA.

"It's What's in THE CASH BOX That Counts"

CONGRATULATIONS

to

THE CASH BOX

on Their

13th Anniversary

The California Music Merchants Association, along with all other music operators of the nation, wish The Cash Box continued success and prosperity!

Most all music operators in California are subscribers to The Cash Box Magazine, and feel that Bill Gersh, Joe Orleck, and the entire Cash Box Staff should be highly complimented for their consistent and untiring efforts in behalf of the automatic phonograph industry.

Every music operator recognizes the fact that The Cash Box has supported the music operator in all legislative matters, and has continuously fought all types of legislation that would prove detrimental to the automatic phonograph business.

The writer, George A. Miller, and the music operators of California, salute you!

George A. Miller

State President and Business Manager
**CALIFORNIA MUSIC
MERCHANTS ASSOCIATION**

Congratulations

on your

13th Anniversary

Pat Buckley
BUCKLEY MANUFACTURING CO.
CHICAGO

Congratulations to The Cash Box

on your 13th Anniversary

May you continue on ahead serving the entire industry as faithfully and progressively as you have these past years.

Julius Mohill

STAR MUSIC COMPANY
2212 N. WESTERN AVE., CHICAGO 47, ILL.

IN TOLEDO, OHIO FOR

THE PRODUCTS OF Bally Manufacturing Co.
AND ALL LEADING MAKES OF MACHINES IT'S

TOLEDO COIN MACHINE EXCH. CO.

814 SUMMIT STREET

TOLEDO, OHIO

"SEGUNDA EDICION TRIMESTRAL de EXPORTACION" de The Cash Box

(APRIL—JUNIO, 1955)

A raíz de publicarse la "Primera Edición Trimestral de Exportación" en español, francés, alemán e inglés, que apareció en el número correspondiente al 2 de abril de 1955 de The Cash Box, se han estado recibiendo cartas de casi todos los países del mundo alentándonos a continuar publicando tales noticias trimestralmente.

He aquí, por tanto, la "Segunda Edición Trimestral de Exportación" de The Cash Box, que, por feliz coincidencia, aparece en la Edición del Décimotercero Aniversario de esta publicación.

Poniendo a un lado las cuestiones de economía y de las tendencias comerciales, puede decirse sin exagerar que este trimestre ha causado una gran sorpresa a todo el comercio de los Estados Unidos. No es para menos, pues hay que ver el tremendo impulso que han adquirido los negocios y que continúa sin interrupción y al parecer en proporciones cada vez mayores.

Aunque a fines de 1954 hubo cierta nota de optimismo, no hay duda de que en esa época la situación comercial distaba mucho de encontrarse en su apogeo. A pesar de ello, los hombres de negocios conceptuaban y abrigaban la esperanza de que la industria podría seguir hacia adelante y por eso se mostraban muy optimistas.

El primer trimestre de 1955 les lió la razón y este segundo semestre ha superado con creces las aspiraciones de la gran mayoría. Ha causado una verdadera sorpresa observar cómo los negocios continúan progresando inusitadamente a la par de la economía en auge de la nación. Según parece, el auge comercial de este país ha venido a formar parte integrante de esta industria.

No cabe la menor duda de que el negocio de exportación de los Estados Unidos a casi todos los países conocidos del Mundo Libre ha establecido un nuevo precedente. Tanto los fabricantes como los distribuidores y mayoristas han estado recibiendo pedidos en cantidades cada vez mayores.

Y lo que es más, los fabricantes y distribuidores de máquinas accionadas por monedas de este país sustentan el criterio muy optimista de que los negocios seguirán hacia adelante al mismo paso acelerado. Muchos son de opinión de que se sentarán nuevos records de ventas.

RESEÑA

AMI, Inc., Grand Rapids, Mich. Esta firma se halla muy adelantada con sus nuevos modelos de fonógrafos automáticos de alta fidelidad, de selección 40, 80 y 120, así como de accesorios musicales también de alta fidelidad. Este fonógrafo, "Modelo 'F'", es el primero en su clase que presenta una variedad de muebles o gabinetes de diversos colores a elección. Los distribuidores de este fonógrafo dan lugar prominente en sus salas de exhibición a los muebles de colores diferentes. La empresa considera que, al igual que los fabricantes de automóviles modernos, satisface la nueva tendencia del público en general hacia la variedad en colores. Según parece, el público está dando gran importancia a la cuestión del colorido. Los empresarios que utilizan estos nuevos y atractivos fonógrafos AMI han dado cuenta de que sus negocios han prosperado mucho.

Bally Manufacturing Company, Chicago, Ill. Esta es una de las empresas manufactureras más progresistas de la industria. Apenas se acababa de publicar la "Primera Edición Tri-

mestral de Exportación" de The Cash Box, ya esta firma se estaba preparando para fabricar nuevos productos. El "Magic Bowler" y el "Mystic Bowler", fabricados por esta empresa, continuaban produciéndose a un ritmo acelerado. Sin embargo, esa firma presenta ahora un juego completamente nuevo del tipo de bolitas (pinball) denominado "Gayety", así como otras nuevas diversiones o pasatiempos para niños y nuevos juegos de bolos (bowling). Esta firma introdujo los juegos de bolos llamados "Gold Medal" y "Blue Ribbon". También ofreció un nuevo juego de equitación para niños denominado "Hot Rod", el cual es uno de los más atractivos en su ramo que jamás se hayan producido en la industria. Presentó también un nuevo juego de tiro al blanco denominado "Bulls Eye" para niños. Esta firma tiene ahora en producción lo siguiente: "Bally Gayety", un juego de bolos (bowling); "Gold Medal" y "Blue Ribbon" para jugadores de bolos; "Bull's Eye", tiros al blanco infantiles accionados por monedas; "Hot Rod", un auto accionado por monedas; y "Champion", el nuevo caballo de equitación en un gabinete totalmente metálico.

Buckley Manufacturing Company, Chicago, Ill. Esta empresa, que figura entre las más importantes de la industria, reingresó al ramo de diversiones ofreciendo un producto que ha merecido la aprobación de muchos. Se denomina "Buckley Electronic Bingo". Aunque este nuevo producto no se ha exhibido en muchas partes, los que lo han examinado personalmente se han enterado de que ha tenido aceptación en algunos estados de este país. Se trata de un producto que tal vez sea de gran interés para los importadores.

Chicago Coin Company, Chicago, Ill. Este fabricante ha tenido un éxito inusitado con sus juegos de bolos (bowling). Al inaugurar el segundo semestre del año, esta empresa ofreció otro magnífico juego de bolos, el "Arrow Bowler". Este juego se fabricaba en sus líneas de producción simultáneamente con "Criss Cross Target" y "Round The World Trainer". Durante la semana del 6 de abril, esta firma introdujo el "Hollywood Bowler". Aprovechando la inauguración de la temporada de beisbol en los Estados Unidos, esta empresa dió a conocer otro juego denominado "Big League", el cual ofreció al comercio en la primera semana de mayo. También introdujo otro tipo de juego de bolos (bowling), el "Bonus Score Bowler", durante la tercera semana de mayo, 1955. Este juego tuvo también una magnífica acogida.

Exhibit Supply, Chicago, Ill. Esta fábrica se ha dedicado activamente a este negocio por espacio de más de 50 años. Durante el segundo trimestre del año, esta empresa tenía en producción algunos de los mejores que jamás haya ofrecido en el mercado. Entre ellos figuran: "Model 500 Shooting Gallery", "Junior Jet Ride", "Big Bronco", "Roy Rogers Trigger", "Rudolph The Red Nosed Reindeer", "Pete The Rabbit", "Rawhide", "Space Patrol", "Sea Skate" y el "Vacumatic Card Vendor". A excepción del tiro al blanco, "Model 500 Shooting Gallery" y el "Vacumatic Card Vendor", el resto de estos productos es bien aceptado para entretenimiento de los niños.

Genco Manufacturing & Sales Company, Chicago, Ill. A medida que avanzaba el segundo semestre del año, esta empresa llevaba a cabo un magnífico plan de producción en lo

(Continued on next page)

"SEGUNDA EDICION TRIMESTRAL de EXPORTACION" de The Cash Box

(APRIL—JUNIO, 1955)

(Continued from preceding page)

que respecta a los tiros al blanco denominados "Wild West" y "Criss-Cross Wild West". La demanda de estos productos continuó a un ritmo acelerado. A principios de mayo, 1955, esta firma dió a conocer que tenía un tiro al blanco completamente nuevo, denominado "Sky Rocket", que podía ofrecer en el mercado. El efecto de esta oferta fué fenomenal a grado tal que desde entonces la empresa se ha visto obligada a trabajar inusitadamente para hacer frente a la demanda.

D. Gottlieb & Company, Chicago, Ill. De acuerdo con los importadores, las últimas noticias recibidas de esta empresa les dieron a saber que estaban produciendo dos juegos de primera, a saber, "Diamond Lill", un nuevo juego "pinball" de cinco bolas, y "Super Jumbo", un juego también de bolas hasta ahora desconocido, en que toman parte cuatro personas. Esta casa produjo también otro modelo de juego de bolos (pinball) denominado "Duette" para dos personas. A fines de abril esta firma introdujo también "Sluggin' Champ", un juego de cinco bolas a base de beisbol. A mediados de mayo, 1955, esta empresa ofreció el "Jubilee", otro juego de bolos para cuatro personas. Al entrar en prensa, esta firma sigue recibiendo muy buenos pedidos de este juego, "Jubilee", para cuatro jugadores.

J. H. Keeney & Company, Inc., Chicago, Ill. En la última presentación de los productos de esta firma, que apareció en la "Primera Edición Trimestral de Exportación" de The Cash Box, se nos pasó por alto mencionar una nueva máquina expendedora debido a que dicha firma se ocupaba aún en someter a prueba ese producto. Se trataba de la máquina para vender café denominada "Keeney DeLuxe Hot Coffee Vendor", la cual ha tenido desde entonces una buena acogida en el mercado. Entretanto, la firma continuaba produciendo su afamada expendedora de cigarrillos, la "Keeney Electric Cigarette Vendor". Esta casa se ha visto en extremo atareada cumpliendo los pedidos que recibe de estas dos máquinas. A mediados de mayo, 1955, esta firma introdujo un novísimo juego de bolos (bowling) denominado "Speed-Lane Bowler" que consiste en dos juegos en uno. Basta cambiar el vidrio de la parte trasera e insertar un solo taco o espiga para que el "Speed-Lane Bowler" se convierta en un "Palisades Bowler".

Rock-Ola Manufacturing Corporation, Chicago, Ill. A principios del segundo trimestre, esta empresa introdujo un nuevo fonógrafo, el "Modelo 1448". Este fonógrafo ofrece 120 selecciones en un mueble o gabinete de estilo completamente nuevo y es del todo diferente a lo que esta empresa haya jamás presentado. Actualmente la firma se preocupa más que nada en acelerar la producción para de esa manera poder despachar todos los pedidos que reciba. Este fué el único nuevo fonógrafo automático ofrecido por dicha fábrica durante el segundo semestre del año.

J. P. Seeburg Corporation, Chicago, Ill. Esta importantísima fábrica de instrumentos automáticos de alta fidelidad y de accesorios musicales fué una de las más activas en la industria durante todo el segundo trimestre. El mismo fonógrafo de alta fidelidad, selección 100, Modelo HF-100-R, de que dimos cuenta en la "Primera Edición Trimestral de Exportación" de

The Cash Box, continúa produciéndose con ritmo acelerado. Los accesorios musicales automáticos de esta firma son también muy populares. A diario salen de la fábrica inúmeros despachos en grandes cantidades para todas partes. Esta firma continúa acelerando sus planes de producción con objeto de satisfacer la demanda de todos los Estados Unidos y de los importadores en todas partes del mundo.

United Manufacturing Company, Chicago, Ill. Manteniéndose a la par de la producción acelerada y aun antes de salir de la prensa la "Primera Edición Trimestral de Exportación" de The Cash Box, esta conocida fábrica había introducido ya un nuevo juego de bolos (bowling) denominado "Lightning Shuffle Alley". En el entretanto, esta empresa se ocupaba activamente en producir el "DeLuxe Comet Shuffle Targette", así como el "Comet Shuffle Target", el "Bonus Gun" y el "DeLuxe Bonus Gun". Antes de haber transcurrido otra semana, esta firma ya tenía en producción un nuevo juego de "pinball" denominado "Manhattan". Además, producía el "Clipper Shuffle Alley", el "Venus Shuffle Targette" y el "DeLuxe Venus Shuffle Targette". Esta empresa introdujo también un juego completamente nuevo denominado "Derby Roll". En junio de 1955 presentó un nuevo juego de bolitas (pinball) bajo el nombre de "Triple Play."

Williams Manufacturing Company. Al iniciarse el segundo trimestre del año, esta fábrica se hallaba en extremo atareada. En sus líneas de producción se encontraban "Spitfire", un juego de novedad con cinco bolas, y los tiros al blanco "Polar Hunt" y "Safari". Luego, antes de que transcurrieran varias semanas, la empresa introdujo un novísimo juego de bolitas (pinball), denominado "Peter Pan", y otra máquina de diversión, de nuevo estilo, conocida como el "Side-walk Engineer". En el curso de varias otras semanas, la firma dió a conocer también otro juego de bolitas (pinball) para cuatro personas, denominado "Race-The-Clock". Dicha empresa no dejó tampoco pasar mucho tiempo para fabricar un producto relacionado con el beisbol, o sea, el "King Of Swat". También agregó a su línea o surtido otro novísimo juego "pinball" de cinco bolitas al cual apodó "Wonderland".

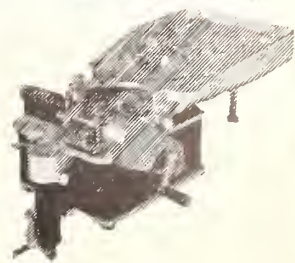
Lejos de la ciudad de Chicago, Illinois, centro fabril de la industria, otros conocidos fabricantes ofrecían también, a los importadores de todo el mundo interesados en máquinas accionadas por monedas, productos excelentes.

The Rudolph Wurlizer Company, North Tonawanda, N. Y. Esta famosa fábrica de instrumentos musicales presentó un novísimo fonógrafo, el "Modelo 1800", que desde un principio ha tenido una magnífica acogida entre los fonógrafos automáticos de alta fidelidad. La producción se ha mantenido a un ritmo acelerado. Los directores de esta empresa han dado a conocer que sus negocios han sido bastante buenos y que las ventas aumentan constantemente.

International Mutoscope Corporation, Long Island City, Nueva York, N. Y. Esta bien conocida firma, una de las más antiguas del ramo, ha

WE CARRY A COMPLETE LINE OF

- ★ COIN COUNTERS
- ★ COIN SORTERS
- ★ COIN COUNTING COMBINATIONS



★
Will Count and Sort Coins of All Nations!

★
Compte et trie les pieces de monnaie de tout pays!

★
!Cuenta y clasifica monedas de todas las naciones!

★
Diese maschine zählt und sortiert die münzen aller länder!

★

- ★ COIN CHANGERS
- ★ COIN WRAPPERS
- ★ PARTS AND SUPPLIES

Wire! Write! Phone!



CHARLES (JIMMY) JOHNSON

GLOBE DISTRIBUTING CO.

1623 NO. CALIFORNIA AVE., CHICAGO 47, ILL. AR. 6-0780

Congratulations to The Cash Box

YOU HAVE BEEN INVALUABLE TO ALL OF US HERE IN CUBA. WE WISH YOU MANY, MANY MORE HAPPY, PROSPEROUS ANNIVERSARIES.

LÉON SAPOCHNIK

CIA, DISTRIBUIDORA INTERNACIONAL DE MUSICA, S. A.

Distribuidores Exclusivos Para Cuba De Los Fonógrafos Automaticos Comerciales

Calzada De Ayestaran No. 401
Telefonos U-1020; U-1491
Cable: DIMSA — HABANA, CUBA

WURLITZER

gozado de un magnífico negocio. Su máquina "Photomatic" de retratar tiene una gran demanda constantemente. Sus aparatos fotográficos "Drivemobile" y "Universal Post Card Vendor" son también muy solicitados. La firma es bien conocida en todas partes del mundo y goza de buena reputación. Los importadores conocen bien sus productos.

Auto-Photo Company, Los Angeles, Calif. Esta empresa ha logrado obtener muy buenos negocios con su magnífica máquina fotográfica. No es necesario entrar en detalles acerca de este producto que es tan conocido en todas partes. Basta decir que esta fábrica ha seguido siendo tanto o más activa que las demás en los Estados Unidos. Gracias al incremento en sus planes de producción, es posible que esta empresa logre hacer frente a

la enorme cantidad de pedidos que recibe de continuo.

Para cerrar este magnífico segundo semestre con broche de oro, tal vez conviene dar a saber que la prosperidad de que goza toda la nación actualmente tiene eco en los negocios que se realizan en toda la industria de máquinas accionadas por monedas. Desde los distribuidores, que despachan máquinas reacondicionadas, hasta los fabricantes, cuyos nuevos productos han tenido tan magnífica acogida, no cabe la menor duda de que, gracias a la excelente situación actual de los negocios, el tercero, y hasta el cuarto trimestres, demostrarán que el año 1955 pasará a la historia como uno de los más prósperos y productivos que se conocen en esta industria.

SPECIALISTS
IN
BUSINESS INSURANCE
GROUP INSURANCE
PENSIONS
ESTATE PLANNING

RAPPAPORT AGENCY

CHICAGO FINANCIAL PLANNING SERVICE
BOARD OF TRADE BLDG., CHICAGO 4, ILL.

HArrison 7-7244

Eugene Rappaport, C.L.U.

Leslie Rappaport

Earle Rappaport, C.L.U.

EDWARD C. KENNEDY

Advertising

159 E. Chicago Ave.
CHICAGO 11

Congratulations
"Cash Box"

from

Col. Lew and Evelyn Lewis
and our Doberman
"Champ Jefferson Davis"

MERIT INDUSTRIES, INC.
542 W. 63rd ST., CHICAGO 21, ILL.
Phone: ENglewood 4-9202

KIDDIE RIDES

OF ALL KINDS
AT LOWEST PRICES

WRITE - WIRE - PHONE

BARNEY FRERICKS

UNIVERSAL DISTRIBUTING CO.

2850-52 Sidney St., St. Louis 4, Mo.
(Tel.: PRespect 1-9982)

The Cash Box
"SECOND TRIMESTRE EDITION
EXPORTATION"

(Avril — Juin 1955)

INTRODUCTION.

Depuis la parution du "PREMIER TRIMESTRE EDITION EXPORTATION", qui le "CASH BOX" a publié le 2 Avril, en Espagnol, Français, Allemand et Anglais, des requêtes sont parvenues d'un peu partout dans le monde, demandant de continuer ces bulletins trimestriels.

Voici donc la deuxième de "THE CASH BOX—EDITION EXPORTATION DU SECOND TRIMESTRE" qui, par une heureuse coïncidence paraît au treizième anniversaire de cette publication.

Sans égard aux tendances commerciales et économiques, et pour dire le moins, ce second trimestre de 1955 a emporté d'assaut tout le commerce américain. On est stupéfait de la montée énorme et continue des affaires, qui est sans arrêt, et qui, en fait, semble encore s'accroître.

Alors que 1954 finissait sur une note optimiste, les affaires à cette époque n'étaient pas d'un tel calibre que l'on puisse les qualifier de "booming". Mais les hommes d'affaires avaient le ferme espoir et croyaient que l'industrie irait de l'avant; l'optimisme était donc très haut.

Le premier trimestre de 1955 justifia leur espoir. Le second trimestre fût au delà de toute attente de la majorité. L'étonnement continua quand les affaires montèrent comme jamais, avec la soudaine poussée économique du pays. Il semble maintenant que cette industrie soit devenue part de la forte hausse des affaires nationales.

Les affaires d'exportation des Etats Unis dans presque tous les pays du Monde Libre ont été d'une façon définitive très importantes. Les industriels ainsi que les distributeurs et commerçants ont reçu des commandes en quantités toujours croissantes.

Et de plus, les industriels et commerçants en machines à distribution automatique, ont maintenant la nette impression que les affaires vont continuer à cette très bonne allure. Beaucoup voit les nouveaux chiffres d'affaires.

REVUE.

AMI, Inc., GRAND RAPIDS, MICH. Cette firme est en bonne voie avec ses nouveaux modèles de phonographes automatiques de haute fidélité, à sélection de 40, 80 et 120 disques. Ce phonograph, modèle "F" est le premier du genre à être présenté dans un choix de couleurs. Les distributeurs de ce phonographe exposent dans leurs salles les nouveaux modèles dans les différentes teintes. Comme pour les automobiles modernes, ceci répond au goût actuel du public qui se forme pour les couleurs. Ceux qui manipulent ces nouveaux phonographes de couleurs AMI, ainsi que les accessoires musicaux, ont reporté qu'ils faisaient des affaires excellentes.

BALLY MANUFACTURING COMPANY, CHICAGO, ILL. C'est une des Maisons les plus actives de l'industrie. A peine la "PREMIERE EDITION EXPORTATION CASH BOX" avait-elle paru, que cette Maison déjà présentait de nouveaux produits. Le "Magic Bowler" et le "Mystic Bowler" de cette firme étaient encore en grande production. Mais cette firme présentait aussi un jeu de pinball entièrement nouveau, "Gayety", et également des jeux d'enfants de conception nouvelle, ainsi que de nouveaux jeux de boules. Cette Maison introduisait ses jeux de boules sous les noms de "Gold Medal", et "Blue Ribbon", ainsi qu'une machine jeu pour enfants appelée "Hot-Rod". Cette dernière invention est l'un des produits les plus

attractif dans le genre pour enfants. De plus, éfalement pour les petits, un nouveau jeu de fusil fût présenté sous la marque "Bull's eye". Cette fabrique produit donc à présent "Bally Gayety" dans le type du jeu pinball: "Gold Medal" et "Blue Ribbons", jeux de boules; "Bull's eye", un peu tir automatique pour enfants; "Hot Rod", une auto pour enfants actionnée automatiquement par pièce de monnaie; et "Champion", le nouveau cheval automatique de métal.

BUCKLEY MANUFACTURING COMPANY, CHICAGO, ILL. Cette Maison qui est parmi les plus connues de l'industrie, a fait sa rentrée dans le commerce des jeux avec un produit qui a rallié l'opinion de tous. Il est appelé "Buckley Electric Bingo". Il n'est généralement pas exposé, mais ceux qui l'ont vu nous apprennent qu'il est acceptable dans quelques uns des états de ce pays. Voici certainement un des produits que les importateurs pourraient trouver très intéressants.

CHICAGO COIN COMPANY, CHICAGO, ILL. Cette Maison a eu un énorme succès avec ses jeux de boules. Pour l'ouverture du deuxième trimestre de cette année, elle présenta un autre jeu de boules très intéressant "Arrow Bowler". Il fût placé sur les chaînes de production simultanément avec "Criss Cross Target", et aussi "Round the World Trainer". Pendant la semaine du 6 Avril, cette Maison introduisit "Hollywood Bowler". A l'occasion de l'ouverture de la saison du baseball américain, cette firme annonça un nouveau jeu appelé "Big League". Ce jeu fût introduit dans le comerce dans les tous premiers jours de Mai. Elle introduisit encore un autre genre de jeu de boules "Bonus Score Bowler", durant la troisième semaine de Mai, 1955. Ce jeu de boules aussi fut acclamé.

EXHIBIT SUPPLY, CHICAGO, ILL. Cette usine est active dans cette industrie plus de 50 ans. Elle a mis en production durant le deuxième trimestre quelques uns des meilleurs produits avant été présentés dans l'industrie. Ce sont: "Model 500 Shooting Gallery", "Junior Jet Ride", "Big Bronco", "Roy Rogers' Trigger", "Rudolph the Red Nosed Reindeer", "Pete the Rabbit", "Rawhide", "Space Patrol", "Sea Skate", and the "Vacumatic Card Vendor". A l'exception du jeu de fusil "Model 500 Shooting Gallery", et de "Vacumatic Card Vendor", le restant de ces produits sont des amusements pour enfants très acceptables.

GENCO MANUFACTURING & SALES COMPANY, CHICAGO, ILL. Comme le second trimestre de l'année s'écoulait, cette firme faisait une très bonne production avec "Wild West", et "Criss-Cross Wild West", des jeux de fusils. La demande continua à une cadence satisfaisante. Cette Maison annonça au début de Mai, 1955, qu'elle lançait sur le marché un peu de fusil entièrement nouveau appelé "Sky Rocket". L'effet, pour cette firme, fût absolument dynamique. Elle a travaillé à plein rendement depuis.

D. GOTTLIEB & COMPANY, CHICAGO, ILL. Le dernier rapport que les importateurs ont sur cette firme est la production de deux très bons jeux, "Diamond Lill", un jeu nouveau de pinball à cinq balles, et "Super Jumbo", une conception entièrement nouvelle du jeu de pinball, à quatre peuteurs. La firme produisit encore un autre genre de pinball à deux joueurs appelé "Duette". Dans la dernière quinzaine d'Avril, en plus de ce dernier jeu, cette Maison introduisit

(Continued on next page)

The Cash Box "SECOND TRIMESTRE EDITION EXPORTATION"

(AVRIL—JUIN, 1955)

(Continued from preceding page)

"Sluggin' Champ", un nouveau jeu de pinball avec le baseball comme thème. Au milieu du mois de Mai, 1955, cette firme introduisit son second jeu de pinball à quatre joueurs, "Jubilee". Au moment où ce présent rapport est sous presse, cette Maison a une très grande demande de ce jeu à quatre joueurs, le "Jubilee".

J. H. KEENEY & COMPANY, INC., CHICAGO, ILL. Dans l'énumération des produits de cette firme dans le "Bulletin Trimestriel Exportation Premier Trimestre 1955" pour le "CASH BOX", il n'a pas été fait mention d'une machine à distribution automatique toute nouvelle, car cette maison faisait encore des essais de ce produit. C'était le "Keeney DeLuxe Hot Coffee Vendor", qui a depuis, été caectée par tout de commerce. En même temps, la Maison continuait à fabriquer son fameux "Keeney Electric Cigarette Vendor". Cette Maison a été très active pour faire face aux commandes de ses deux machines à distribution automatique. Vers la mi-Mai, 1955, elle introduisit une innovation dans les jeux de boules avec son "Speed-Lane Bowler", qui est deux jeux en un. Avec de simple changement du verre du font, et l'insertion d'une prise, le "Speed-Lane Bowler" devint le "Palisades Bowler".

ROCK-OLA MANUFACTURING CORPORATION, CHICAGO, ILL. Tout au commencement du second trimestre cette firme introduisit un nouveau phonographe automatique, "Model 1448". Ce phonographe a un choix de 210 disques, a une présentation d'un style entièrement nouveau, et est tout-à-fait différent de ce que cette firme a déjà présenté. Cette usine s'efforce d'augmenter sa production pour faire face à toutes les commandes. Ce fût le seul phonographe automatique introduit durant le second trimestre.

J. P. SEEBURG CORPORATION, CHICAGO, ILL. Cette très importante usine d'instruments musicaux automatique haute fidélité et accessoires fût parmi les plus actives de l'industrie durant le deuxième trimestre. Le même phonographe haute fidélité à cent disques, "Model HF-100-R", mentionné dans le "Bulletin Trimestriel Exportation" du premier trimestre, du "CASH BOX", continua à être fabriqué en grandes quantités. Les accessoires musicaux automatiques de cette firme sont aussi très populaires. Des expéditions partent chaque jour et partout en grand nombre. Cette usine continue à activer son temps de production pour faire face aux demandes croissantes venant de toute l'Amérique et aussi de tous les importateurs du monde.

UNITED MANUFACTURING COMPANY, CHICAGO, ILL. Pour se enir dans sa ligne de fabrication accélérée, avant même que l'édition du "PREMIER TRIMESTRE EXPORT EDITION—CASH BOX", soit sortie de presse, cette firme populaire introduisait un jeu de boules entièrement nouveau, qu'elle appela "Lightning Shuffle Alley". Dans le même temps, cette firme était activement au travail pour la production du "DeLuxe Comet Shuffle Targette", ainsi que du "Comet Shuffle Targette", du "Bonus Gun", et du "DeLuxe Bonus Gun". Avant même qu'une autre semaine se fût écoulée, cette firme avait sur ses chaines de production un jeu de pinball entièrement nouveau, le "Manhattan". En plus, "Clipper Shuffle Alley", "Venus Shuffle Targette", et "DeLuxe Venus Shuffle Targette", étaient mis en fabrication. Cette firme introdui-

sait aussi un jeu entièrement nouveau appelé "Derby Roll". In Juin, 1955, elle sortit un nouveau jeu de pinball "Triple Play".

WILLIAMS MANUFACTURING COMPANY, CHICAGO, ILL. Cette usine fut très active au début du second trimestre de l'année. Elle avait sur ses chaines de production "Spitfire", une nouveauté dans les jeux à cinq balles, "Polar Hunt", et "Safari", des jeux de fusils. Cependant peu après, cette firme introduisit un nouveau jeu de pinball à cinq balles, le "Peter Pan", et une machine de jeu d'une conception entièrement nouvelle "Sidewalk Engineer". Dans les quelques semaines qui suivirent, cette firme annonça également un jeu de pinball à quatre joueurs appelé "Race-The-Clock". Cette firme n'attendit pas longtemps pour entrer dans le champ des jeux de baseball, avec "King Of Swat". Et finalement elle ajouta encore à sa production un nouveau jeu de pinball à cinq balles appelé le "Wonderland".

En dehors de la ville de Chicago, Illinois, qui est le centre de production de cette industrie, d'autres très bonnes usines lançaient des produits de marques pour l'industrie des machines à distribution automatique du monde entier.

THE DUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y. Cette usine très connue d'instruments musicaux présentait un phonographe entièrement nouveau, "Model 1800", qui, depuis son introduction, a été très bien reçu parmi les phonographes automatiques haute fidélité. Sa production va bon train. Les dirigeants de cette firme nous disent que les affaires ont été excellentes et que les ventes de ce modèle augmentent chaque semaine.

INTERNATIONAL MUTOSCOPE CORPORATION, LONG ISLAND CITY, NEW YORK, N. Y. Cette Maison très connue parmi les plus anciennes de l'industrie, continue à faire de très bonnes affaires. Sa machine à photographier "Photomatic" est en constante demande. Ses machines pour salles et pares d'attractions "Drive-mobile", et "Universal Post Card Vendor", sont également en grande demande. Cette firme est très reconnue dans tout le monde, et les importateurs sont très familiers avec ses produits.

AUTO-PHOTO COMPANY, LOS ANGELES, CALIF. Sa très bonne machine-photo automatique lui a amené des affaires excellentes. Il n'est pas besoin ici d'entrer dans une longue description de ce produit, qui est à présent bien connu. Il suffit de dire que ce fabricant continue à être parmi les plus actifs de l'industrie. Pour être en mesure de faire face aux demandes qui affluent à l'usine, il se peut encore que ce fabricant doive augmenter son temps de production.

Pour conclure ce très marquant second trimestre, il est probablement bon de rapporter que la prospérité actuelle de la nation, se reflète dans les affaires qui ont été accomplies dans l'industrie de toutes les machines à distribution et fonctionnement automatiques. Depuis les distributeurs, qui expédient des machines remises en état, jusqu'aux fabricants, dont les nouveaux produits ont été si bien accueillis, il n'y a aucun doute que, au train où vont les affaires, le troisième trimestre et le quatrième trimestre confirmeront que 1955 sera parmi les années les plus actives dans l'histoire de notre industrie.

Congratulations "Cash Box"

FOR YOUR MARVELOUS WORK
IN BEHALF OF OUR INDUSTRY

EXCLUSIVE FACTORY DISTRIBUTORS FOR

WURLITZER CHICAGO COIN EXHIBIT

PHONE — WIRE — WRITE



EXCLUSIVE WURLITZER DISTRIBUTORS FOR SO. GEORGIA, FLORIDA AND CUBA

BUSH

DISTRIBUTING CO.

286 N.W. 29TH ST.
MIAMI 37, FLA.OFFICES
JACKSONVILLE, FLA.
MIAMI, FLA.
HAVANA, CUBA

Congratulations "Cash Box" on Your 13th Anniversary

Mary H. Gillette
GILLETTE DISTRIBUTING CO.

2436 N. CICERO AVE., CHICAGO 39, ILL.

Happy Anniversary

Sincerest and Best Wishes

to

THE CASH BOX
On Its 13th Anniversary
MUSIC OPERATORS of NEW YORK, Inc.

NEW YORK, N. Y.

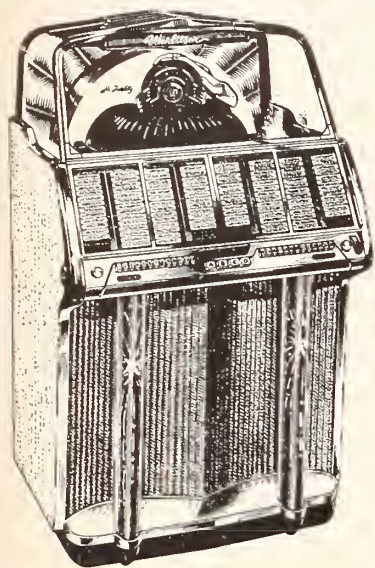
ALBERT S. DENVER, President

SIDNEY H. LEVINE, Counsel

Exclusive Distributors For WURLITZER

"The Name That Means Music To Millions"

1955's TOP PHONO



Wurlitzer
Model

1800

featuring

The Truest High Fidelity
Sound Ever Achieved on
any Automatic Phonograph

ANGOTT DISTRIBUTING CO., INC.

Established 1932

2616 PURITAN AVENUE, DETROIT 21, MICHIGAN

(All Phones: UNiversity 4-0773)

"God Bless
The Cash Box"

Ron Rood

SOUTHERN MUSIC DISTRIBUTING CO.

Orlando, Fla. Jacksonville, Fla. Miami, Fla.

503 W. CENTRAL AVE. 418 MARGARET ST. 1453 S. W. 8th STREET

We Extend to

"THE CASH BOX"

our very sincere compliments for the unusual cooperation which it has extended to the Music Box and Game Industries all over the country all during the period in which you have been published.

"The Cash Box" can be extremely proud of its record as a publication and of the fact that because of its type of publication and fairness to the operators, it ranks as the number one publication of its kind.

Our best wishes for your continued success and operation for a life time to come.

Westchester Operators Guild Inc.

116 NORTH MAIN STREET

PORT CHESTER, NEW YORK

The Cash Box

"ZWEITE VIERTELJAHRliche EXPORTAUSGABE"

(APRIL—JUNI, 1955)

VORWORT:

Seit der Drucklegung der "Ersten Vierteljährlichen Exportausgabe" in spanischer, französischer, deutscher und englischer Sprache, die in der Nummer von "The Cash Box" vom 2. April 1955 erschien, sind wir aus fast allen Weltteilen gebeten worden, doch die vierteljährlichen Ausführungsberichte fortzusetzen.

Dies ist nun die "Zweite Vierteljährliche Exportausgabe" von "The Cash Box", und es ist ein gutes Omen, dass sie gerade in der 13. Jubiläumsnummer dieser Zeitschrift erscheint.

Ganz abgesehen von den allgemeinen Wirtschafts- und Geschäftstendenzen ist das zweite Vierteljahr von 1955—and das ist noch sehr milde ausgedrückt—wie ein belebender Sturmwind über den amerikanischen Handelsmarkt hingefegt. Viele hat der mächtige Geschäftsaufschwung aufs Höchste überrascht, zumal er ohne Atempause fortfährt und sich tatsächlich noch mehr auszubreiten scheint.

Wenn auch das Jahr 1954 auf einer optimistischen Note zu Ende ging, so war doch die wirtschaftliche Lage damals nicht solcher Art, dass man sie als eine Hochkonjunktur bezeichnen konnte. Die Kauflaute waren aber guter Hoffnung und glaubten, dass die Industrie weiter erfolgreich sein würde; man war somit allgemein optimistisch.

Das erste Vierteljahr von 1955 gab ihnen Recht. Dieses zweite Vierteljahr aber übersteigt die Erwartungen der meisten. Man wundert sich immer noch, da die Hochkonjunktur im Lande noch im Anwachsen begriffen ist. Es scheint, dass diese Hochkonjunktur nun auch unsere Industrie ergriffen hat.

Die Ausfuhr der Vereinigten Staaten nach fast jedem bekannten Lande der freien Welt hat ohne Zweifel einen kolossalen Aufschwung genommen. Hersteller, Wiederverkäufer und Zwischenhändler erhalten Aufträge in stets wachsender Zahl.

Bedeutungsvoller aber ist, dass die Hersteller und Wiederverkäufer des Landes nun der sehr optimistischen Meinung sind, dass das Geschäft in diesem beschleunigten Schritt auch weitergehen wird. Viele erwarten neue Rekordverkäufe.

RUECKSCHAU:

AMI, Inc., Grand Rapids, Michigan, U.S.A.—Diese Firma hat guten Erfolg mit ihren neuen tonreinen automatischen Plattenspielern mit 40, 80 und 120 Auswahlstücken und dazu passenden tonreinen Musikzubehör. Dieser Plattenspieler, "Modell F", ist der erste seiner Art, der eine Auswahl verschieden gefärbter Schränke bietet. Diese verschiedenfarbigen Schränke werden von den Wiederverkäufern dieses Plattenspielers in ihren Verkaufsräumen ausgestellt. Die Firma ist, ebenso wie die Hersteller der modernen Kraftwagen, der Ansicht, dass sie auf diese Weise der "farbenfreudigen" Tendenz des grossen Publikums entgegenkommt. Es scheint, dass das Publikum sich auch dieser verschieben Farben durchaus erfreut. Leute, die diese neuen und farbenprächtigen AMI-Plattenspieler im Betrieb haben, geben an, dass sie ein gutes Geschäft damit machen.

Die Bally Manufacturing Company, Chicago, Illinois, U.S.A. ist eine der geschäftigsten Herstellerfirmen der Industrie. Gleich nach Erscheinen der "Ersten Vierteljährlichen Exportausgabe" von "The Cash Box" wurden von dieser Firma schon neue Produkte vorbereitet. Die Spiele "Magic Bowler" und "Mystic Bowler" dieser Firma wurden noch unter Hochdruck hergestellt, doch offerierte die Firma nun

auch ein ganz neues "in-line" Pinball-Spiel, "Gayety" (Heiterkeit) genannt, wie auch neue Unterhaltungsspiele für Kinder und neue Kegelspiele. Die Firma brachte die Kegelspiele "Gold Medal" (goldene Medaille) und "Blue Ribbon" (blaues Band) auf den Markt. Die Firma stellte auch eine neue Kinderfahrt, "Hot Rod" genannt, aus. Es handelt sich hier um eines der anziehendsten Produkte, die bisher auf diesem Gebiet herausgebracht worden sind. Desweiteren wurde ein neues Schiesspiel für Kinder, "Bull's Eye" genannt, herausgebracht. Diese Firma stellt jetzt die folgenden Spiele her: "Bally Gayety", ein "in-line" Pinball-Spiel; die Kegelspiele "Gold Medal" und "Blue Ribbon"; "Bull's Eye", einen münzautomatischen Schiessstand für Kinder; "Hot Rod", eine münzautomatische Automobilfahrt; und "Champion", das neue Reitpferd mit ganz aus Metall hergestelltem Schrank.

Die Buckley Manufacturing Company, Chicago, Illinois, U.S.A.—Diese in der Industrie gut bekannte Firma ist wieder in das Gebiet der Unterhaltungsspiele eingetreten, und zwar mit einem Produkt, dass von vielen mit Beifall aufgenommen wurde und den Namen "Buckley Electronic Bingo" trägt. Es wurde nicht öffentlich ausgestellt. Leute, die es besichtigten, hörten, dass es in einigen der Vereinigten Staaten zugelassen worden ist. Man glaubt, dass Importeure sich sehr für dieses Spiel interessieren werden.

Die Chicago Coin Company, Chicago, Illinois, U.S.A.—Dieser Hersteller hat einen ausnehmend schönen Erfolg mit Kegelspielen zu verzeichnen. Zu Beginn des zweiten Vierteljahres brachte diese Firma ein neues, sehr feines Kegelspiel, "Arrow Bowler" auf den Markt. Zur Eröffnung der amerikanischen Baseball-Saison gab die Firma ein anderes Spiel bekannt, "Big League" genannt. Dieses Spiel wurde in der ersten Woche des Monats Mai auf den Markt gebracht, doch kam die Firma während der dritten Mai-Woche mit noch einer anderen Art von Kegelspiel heraus, dem "Bonus Score Bowler". Auch dieses Kegelspiel wurde sehr gut aufgenommen.

Die Firma Exhibit Supply, Chicago, Illinois, U.S.A.—Diese Fabrik ist über 50 Jahre auf diesem Herstellungsgebiet tätig gewesen. Während dem zweiten Vierteljahr arbeitete die Firma an einigen der grössten Produkte, die sie je hergestellt hat, und zwar: "Model 500 Shooting Gallery", "Junior Jet Ride", "Big Bronco", "Roy Rogers' Trigger", "Rudolph The Red Nosed Reindeer", "Pete The Rabbit", "Rawhide", "Space Patrol", "Sea Skate", and the "Vacuum Card Vendor". Mit Ausnahme von "Model 500 Shooting Gallery" (Schiessstand Modell 500) und von "Vacuum Card Vendor" (Vakuum-Kartenverkäufer) sind alle diese Produkte populäre Unterhaltungsspiele für Kinder.

Die Genco Manufacturing & Sales Company, Chicago, Illinois, U.S.A.—Während des zweiten Vierteljahres leistete diese Firma eine ausgezeichnete Arbeit in der Herstellung von den Schiessspielen "Wild West" und "Criss-Cross Wild West". Die Nachfrage nach denselben war auch weiterhin durchaus befriedigend. Anfang Mai 1955 kam diese Firma mit einem nagelneuen Schiessspiel "Sky Rocket" genannt auf den Markt. Das Resultat was für die Firma ein ganz unterwartet gutes und sie hat seither mit Volldampf an der Herstellunggearbeitet.

Die Firma D. Gottlieb & Company, Chicago, Illinois, U.S.A.—Zuletzt hör-

(Continued on next page)

The Cash Box

"ZWEITE VIERTELJAHRliche EXPORTAUSGABE"

(APRIL—JUNI, 1955)

(Continued from preceding page)

ten die Importeure, dass die Firma zwei sehr feine Spiele herstellte, und zwar: "Diamond Lill", ein Fünfball-Pinball-Spiel, und "Super Jumbo", ein ganz neuartiges, für 4 Spieler eingerichtetes Pinball-Spiel. Diese Firma stellt auch eine andere Art von Zweispieler-Pinball-Spiel her, "Duetto" genannt. In der zweiten Hälfte des April brachte diese Firma dazu auch noch "Sluggin' Champ", ein neuartiges Fünfball-Spiel, das sich nach Baseball richtet, heraus. Mitte Mai 1955 führte diese Firma ihr zweites Vierball-Pinball-Spiel, "Jubilee", ein. Zur Zeit der Drucklegung dieses Berichts erfreut sich diese Firma einer sehr zufriedenstellenden Nachfrage nach ihrem Vierspieler-Spiel "Jubilee".

Die Firma J. H. Keeney & Company, Inc., Chicago, Illinois, U.S.A.—Als die Produkte dieser Firma in der "Ersten Vierteljährlichen Exportausgabe" von "The Cash Box" aufgezählt wurden, wurde eine ganz neuartige Verkaufsmaschine ausgelassen, da die Firma noch ihr neues Produkt ausprobierte. Es handelte sich um den "Keeney DeLuxe Hot Coffee Vendor" (Keeney Luxusheisskaffeeverkaufsmaschine), die seither vom Handel willig aufgenommen worden ist. Zugleich fuhr die Firma fort, ihre bekannte "Keeney Electric Cigarette Vendor" (Keeney elektrische Zigarettensverkaufsmaschine) herzustellen. Die Firma ist vollauf damit beschäftigt gewesen, den Aufträgen für diese beiden Verkaufsmaschinen gerecht zu werden. Um Mitte Mai 1955 führte die Firma eine Neuerung in Kegelspielen ein, und zwar mit dem "Speed-Lane-Bowler", der zwei Spiele in einem vereinigt. Durch eine einfache Auswechslung der hinterseitigen Glasscheibe und durch Einsetzung nur eines Steckers wird der "Speed-Lane-Bowler" zum "Palisades Bowler".

Die Rock-Ola Manufacturing Corporation, Chicago, Illinois, U.S.A.—Zu Anfang des zweiten Vierteljahres brachte diese Firma einen neuen automatischen Plattenspieler, "Modell 1448" auf den Markt. Dieser Plattenspieler hat 120 Auswahlstücke und einen vollkommen neustylisierten Schrank, grundverschieden von früheren Produkten derselben Firma. Letztere ist hart an der Arbeit, die Produktion zu vergrössern, um allen einlaufenden Aufträgen gerecht werden zu können. Dies war der einzige neue automatische Plattenspieler, der während des zweiten Vierteljahres eingeführt worden ist.

Die J. P. Seeburg Corporation, Chicago, Illinois, U.S.A.—Dieser grosse und bedeutende Hersteller von tonreinen automatischen Musikinstrumenten und musikalischen Zubehör fuhr während dem ganzen zweiten Vierteljahr fort, einer der beschäftigten der Industrie zu sein. Der in der "Ersten Vierteljährlichen Exportausgabe" von "The Cash Box" erwähnte tonreine Plattenspieler "Modell HF-100-T" mit 100 Auswahlstücken wird immer noch unter Volldampf hergestellt. Das automatische Musikzubehör dieser Firma wird auch sehr gerne gekauft. Zahlreiche Verschiffungen verlassen die Firma täglich, und sie muss fortfahren, ihren Produktionsplan zu erweitern, um der verstärkten Nachfrage aus dem Inland und von den vielen Importeuren im Ausland gerecht zu werden.

Die United Manufacturing Company, Chicago, Illinois, U.S.A.—Um mit der Schnellproduktion dieser beliebten Fabrik schrittzuhalten, müssen wir hier sagen, dass, sogar bevor die "Erste Vierteljährliche Exportaus-

gabe" von "The Cash Box" von den Druckpressen kam, diese Firma schon ein vollkommen neues Kegelspiel, "Lightning Shuffle Alley", auf den Markt gebracht hatte. Inzwischen war die Firma voll damit beschäftigt, die folgenden Spiele herzustellen: "DeLuxe Comet Shuffle Targette", wie auch "Comet Shuffle Targette", "Bonus Gun" und "DeLuxe Bonus Gun". Bevor eine weitere Woche verstrichen war, hatte diese Firma ein ganz neues "in-line" Pinball-Spiel, "Manhattan" genannt, in Produktion. Desweiteren begann die Herstellung von "Clipper Shuffle Alley", "Venus Shuffle Targette" und "DeLuxe Venus Shuffle Targette". Auch führte die Firma ein vollkommen neues Spiel, "Derby Roll", ein. Im Juni brachte sie ein neues "in-line" Pinball-Spiel, "Triple-Play" auf den Markt.

Die Williams Manufacturing Company, Chicago, Illinois, U.S.A.—War eine sehr beschäftigte Fabrik zu Beginn des zweiten Vierteljahres. In Produktion waren: "Spitfire", ein neuartiges Fünfball-Spiel, und die Schiessspiele "Polar Hunt" und "Safari". Schon nach wenigen Wochen brachte die Firma ein vollkommen neues Fünfball-Pinball-Spiel, "Peter Pan", und eine ganze neue Unterhaltungsmaschine "Sidewalk Engineer" (der Bürgersteig Ingenieur) auf den Markt. Nach wenigen weiteren Wochen kam die Firma mit einem Vierspieler-Pinball-Spiel, "Race-The-Clock", heraus. Auch diese Firma wartete nicht lange, um mit ihrem "King Of Swat" in das Baseball-Gebiet einzutreten. Säter kam dann noch ein anderes neues Fünfball-Pinball-Spiel, "Wonderland" genannt, hinzu.

Ausserhalb der Stadt Chicago, dem Produktionsmittelpunkt der Industrie, boten aber auch noch andere bedeutende Hersteller ihre feinen münzautomatischen Maschinen aller Welt an:

Die Rudolph Wurlitzer Company, North Tonawanda, New York, U.S.A.—Dieser guteingeführte Musikinstrumenthersteller brachte einen gänzlich neuen Plattenspieler, "Modell 1800", auf den Markt, der seit seiner Produktion seine Stellung unter den tonreinen automatischen Plattenspielern gut behauptet hat. Die Produktion ist beschleunigt worden. Die Geschäftsführer der Firma geben an, dass das Geschäft sehr gut gewesen ist mit grossen Verkäufen Woche um Woche.

Die International Mutoscope Corporation, Long Island City, New York, U.S.A.—Diese gutbekannte Firma, die eine der ältesten der Industrie ist, hat sich auch weiterhin einer ausgezeichneten Geschäftskonjunktur erfreut. Ihre "Photomatic" Lichtbildaufnahmemaschine hat eine ständige Nachfrage. Ihre Arkadenmaschinen "Drivemobile" und "Universal Post Card Vendor" (Universalpostkartenverkäufer) erfreuten sich auch einer guten Nachfrage. Die Firma ist in der ganzen Welt gut eingeführt, und ihre Produkte sind den Importeuren gut bekannt.

Die Auto-Photo Company, Los Angeles, California, U.S.A.—Die Firma hat ausgezeichnete Geschäfte mit ihrer sehr schönen Lichtbildaufnahmemaschine gemacht. Es ist wohl nicht nötig, dies überall bekannte Produkt hier näher zu beschreiben. Es sollte genügen anzuführen, dass dieser Hersteller immer noch zu den Beschäftigsten des Landes gehört. Ein erweiterter Betrieb wird es diesem Hersteller wohl ermöglichen, dem auf seine Fabrik ausgeübten Nachfrage-Druck gerecht zu werden.

Zum Abschluss unseres Berichts über dieses so hervorragende zweite

Congratulations

"Cash Box"

on your

13th Anniversary

MUSIC SYSTEMS, INC.

Exclusive Factory Distributors For
J. P. Seeburg Corp.

10217 LINWOOD AVE., DETROIT 6, MICHIGAN

2600 EUCLID AVE., CLEVELAND, OHIO

1224 TURNER STREET, LANSING, MICHIGAN

1302 JACKSON AVE., TOLEDO, OHIO

CENTRAL DISTRIBUTORS

ST. LOUIS, MISSOURI

EXCLUSIVE DISTRIBUTORS
SOUTHERN ILLINOIS AND
EASTERN MISSOURI

FOR

AMI UNITED WILLIAMS

TONY KOUHAL

CHARLES L. KAGELS

2315 OLIVE ST.

Tel.: MAIN 1-3511

KANSAS CITY, MISSOURI

EXCLUSIVE DISTRIBUTORS
THE STATE OF KANSAS
AND WESTERN MISSOURI

FOR

AMI UNITED

JERRY BECKER

BUD BYINGTON

2805 MAIN ST.

Tel.: HARRISON 4747

Vierteljahr sollte hervorgehoben werden, dass die heutige Hochkonjunktur, die in unserem Lande herrscht, sich durchaus günstig auf die ganze münzautomatische Industrie auswirkt. Von den Wiederverkäufern, die wiederinstandgesetzte Maschinen verschiffen, bis hinauf zu den Herstellern, deren Produkte eine so willige Auf-

nahme gefunden haben, scheint kein Zweifel zu bestehen, dass bei der heutigen Hochkonjunktur das dritte Vierteljahr und sogar das vierte Vierteljahr mit dazu beitragen werden, das Jahr 1955 zu einem der erfolgreichsten Geschäftsjahre in der Geschichte dieser Industrie zu machen.

CONGRATULATIONS to BILL GERSH

And Sincere Best Wishes
to
Our Many Operator
Friends

For over 30 years. Southern Automatic Music Co. has been at the service of hundreds of operators.

WE OFFER:

- **SPLENDID PRODUCTS OF THE TOP MANUFACTURERS**
- **SERVICE AT ITS BEST**
- **FINANCIAL ARRANGEMENTS TO SUIT ALL OPERATORS' NEEDS**

We hope to continue serving
our vast number of
operator customers in
Kentucky, Indiana and Ohio

SOUTHERN AUTOMATIC MUSIC CO., Inc.

Distributors of

A. M. I. JUKE BOXES

LOUISVILLE, KY.
LEXINGTON, KY.

CINCINNATI, OHIO
INDIANAPOLIS, IND.

MANUFACTURERS And Their Distributors PHONOGRAPHS

AMI, INCORPORATED
1500 Union Avenue, S.E.
GRAND RAPIDS 2, MICH.

(Distributors)

ATLAS DISTRIBUTORS
1024 Commonwealth Ave.
BOSTON, MASS.

AUTOMATIC PHONOGRAPH DIST. CO.
806 North Milwaukee Ave.
CHICAGO 22, ILL.

BADGER SALES CO., INC.
2251 W. Pico Blvd.
LOS ANGELES, CALIF.

BANNER SPECIALTY CO.
1508 Fifth Ave.
PITTSBURG 19 PA.

BIRMINGHAM VENDING CO.
540 Second Ave., N.
BIRMINGHAM, ALABAMA

CENTRAL DISTRIBUTORS
2315 Olive St.
ST. LOUIS, MO.

CENTRAL DISTRIBUTORS
2805 Main St.
KANSAS CITY, MO.

COPELAND DISTRIBUTORS, INC.
900 N. Western Ave.
OKLAHOMA CITY, OKLA.

DIXIE COIN MACHINE CO.
122 N. Broad St.
NEW ORLEANS 13, LA.

DUNIS DIST. CO.
100 Elliott St. W.
SEATTLE 99 WASH.

DUNIS DIST. CO.
906 W. Second Ave.
SPOKANE, WASH.

DUNIS DISTRIBUTING CO.
1003 S.W. Front St.
PORTLAND, ORE.

FRIEDMAN AMUSEMENT CO.
441 Edgewood Ave., S.E.
ATLANTA, GA.

FRIEDMAN AMUSEMENT CO., INC.
2007 Main St.
COLUMBIA, S. C.

GARRISON SALES CO.
1000 W. Washington St.
PHOENIX, ARIZONA

GENERAL MUSIC SALES CO., INC.
245 W. Biddle St.
BALTIMORE, MD.

HERMITAGE MUSIC CO.
74 Lafayette St.
NASHVILLE 3, TENN.

HUBER DIST. CO.
1118 Howard St.
SAN FRANCISCO 3, CALIF.

LIEBERMAN MUSIC CO.
257 Plymouth Ave., North
MINNEAPOLIS, MINN.

LIEBERMAN MUSIC CO., INC.
809 So. 25th St.
OMAHA, NEB.

MILLER-NEWMARK DIST. CO.
5743 Grand River Ave.
DETROIT, MICH.

MILLER-NEWMARK DIST. CO.
42 Fairbanks St., NW
GRAND RAPIDS 2, MICH.

MOUNTAIN DISTRIBUTORS
3630 Downing St.
DENVER, COLO.

PASTER DIST. CO.
2606 W. Fond du Lac Ave.
MILWAUKEE 6, WIS.

ROANOKE VEND. MACH. EXCH., INC.
4930 W. Broad St.
RICHMOND, VA.

ROANOKE VEND. MACH. EXCH., INC.
118 W. Washington St.
CHARLESTON, W. VA.

ROANOKE VEND. MACH. EXCH., INC.
63 Commonwealth Ave.
BRISTOL, VA.

DAVID ROSEN, INC.
855 N. Broad St.
PHILADELPHIA 23, PA.

RUNYON SALES CO.
221 Frelinghuysen Ave.
NEWARK, N.J.

RUNYON SALES CO.
593 Tenth Ave.
NEW YORK 18, N.Y.

RUNYON SALES CO.
231 Windsor St.
HARTFORD, CONN.

SHELDON SALES, INC.
881 Main St.
BUFFALO 3, N.Y.

SOUTHERN AMUSEMENT CO.
628 Madison Ave.
MEMPHIS, TENN.

SOUTHERN AUTOMATIC MUSIC CO.
735 S. Brook St.
LOUISVILLE, KY.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI 2, OHIO

SOUTHERN AUTOMATIC MUSIC CO.
129 West North St.
INDIANAPOLIS, IND.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, KY.

SOUTHERN MUSIC DIST. CO.
503 W. Central Ave.
ORLANDO, FLA.

SOUTHERN MUSIC DIST. CO.
1453 S.W. 8th St.
MIAMI, FLA.

SOUTHERN MUSIC DIST. CO.
418 Margarette St.
JACKSONVILLE, FLA.

STATE MUSIC DISTRIBUTORS, INC.
3100 Main St.
DALLAS, TEX.

STEEL MUSIC CO.
218 E. Parrish St.
DURHAM, N.C.

WALLACE DIST. CO.
205 NE First Ave.
MINERAL WELLS, TEX.

R. WARNCKE CO.
3445 Leeland
HOUSTON, TEX.

R. WARNCKE CO.
121 Navarro St.
SAN ANTONIO, TEX.

WESTERN STATES DISTRIBUTORS
177 E. Second South Street
SALT LAKE CITY, UTAH

Canada
LANIEL AMUSEMENT, INC.
1807 Notre Dame St., W.
MONTREAL, QUE.

ALLAN PULLMER CO.
145 Scotia St.
WINNIPEG, MAN.

TORONTO TRADING POST, LTD.
736 Yonge St.
TORONTO, ONT.

WESTERN MUSIC MACHINE CO.
9916 Jasper Ave.
EDMONTON, ALBERTA

MANUFACTURERS And Their Distributors

PHONOGRAPHS (continued)

ROCK-OLA MANUFACTURING CORP.

800 North Kedzie Ave.
CHICAGO, ILL.

(Distributors)

BADGER NOVELTY COMPANY
2546 North 30th St.
MILWAUKEE 10, WISC.

BAILIE DISTRIBUTING CO.
647 South West St.
SYRACUSE, N. Y.

BORDER SUNSHINE NOVELTY
2919 N. Fourth St.
ALBUQUERQUE, N. MEX.

H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway
LOUISVILLE 4, KY.

BRILLIANT MUSIC CO.
19963 Livernois Ave.
DETROIT 31, MICH.

H. B. BRINCK
825 East Front St.
BUTTE, MONT.

CALDERON DITRIBUTING
450 Massachusetts Ave.
INDIANAPOLIS, IND.

CAPITOL MUSIC DISTRIBUTING CO.
135 East Amite St.
JACKSON, MISS.

COIN AUTOMATIC MUSIC
241 W. Main St.
JOHNSON CITY, TENN.

FABIANO AMUSEMENT CO.
208 E. Dewey Ave.
BUCHANAN, MICH.

FLOWER CITY AMUSE. CO., INC.
620 Main St., East
ROCHESTER, N. Y.

FRANCO DISTRIBUTING CO.
24 North Perry
MONTGOMERY, ALA.

FT. WORTH AMUSEMENT CO.
2427 Forest Park Blvd.
FT. WORTH, TEXAS

GILBERT MUSIC CO.
108 South Center
BLOOMINGTON, ILL.

H & H MUSIC
1626 3rd Ave.
MOLINE, ILL.

HUEY DISTRIBUTING CO., INC.
335 Huey P. Long Ave.
GRETN, LA.

HUEY DISTRIBUTING CO., INC.
3760 Airline Highway
NEW ORLEANS, LA.

H. Z. VENDING & SALES CO.
1205 Douglas St.
OMAHA, NEB.

PAUL W. HAWKINS
329 East 7th St.
TUCSON, ARIZ.

IOWA MUSIC CO.
3402 Mt. Vernon, S.E.
CEDAR RAPIDS, IOWA

LA BEAU NOVELTY SALES CO.
1946 University Ave.
ST. PAUL 4, MINN.

LAKE CITY AMUSEMENT CO.
4533 Payne Ave.
CLEVELAND, O.

PAUL A. LAYMON, INC.
1429 W. Pico Blvd.
LOS ANGELES, CALIF.

B. D. LAZAR CO.
1635 Fifth Ave.
PITTSBURGH 19, PA.

LE STOURGEON DISTRIBUT. CO., INC.
2828 South Blvd.
CHARLOTTE, N. C.

MARMER DISTRIBUTING CO.
1519 Central Parkway
CINCINNATI, OHIO

MODERN DISTRIBUTING CO.
3222 Tejon St.
DENVER 11, COLO.

MUSIC & TELEVISION CORP.
1119 Commonwealth Ave.
BOSTON 15, MASS.

**MUSIC VEND. CORP. OF
EASTERN OHIO**
5534 Mahoning Ave.
YOUNGSTOWN, OHIO

NELSON AMUSEMENT CO.
ST. IGNACE, MICH.

OSBORN DISTRIBUTING CO.
278 Sixth Street
SAN FRANCISCO 3, CALIF.

PHONO-VEND OF TEXTS
1023 Basse Road
SAN ANTONIO, TEX.

PUGET SOUND NOVELTY CO.
114 Elliott Ave., West
SEATTLE 99, WASH.

ROBINSON DISTRIBUTING CO.
301 Edgewood Ave., S.E.
ATLANTA, GA.

J. ROSENFELD CO.
4701 Washington Ave.
ST. LOUIS 3, MO.

ROSS DISTRIBUTING CO.
3401 N.W. 36th St.
MIAMI, FLA.

ROSS DISTRIBUTING CO.
90 Riverside Ave.
JACKSONVILLE, FLA.

S & K DISTRIBUTING CO.
808 N. Broad St.
PHILADELPHIA 30, PA.

S & M SALES CO., INC.
1074 Union Ave.
MEMPHIS, TENN.

SEACOAST DISTRIBUTORS, INC.
594 Tenth Ave.
NEW YORK, N. Y.

SEACOAST DISTRIBUTORS, INC.
1200 North Ave.
ELIZABETH, N. J.

DAN STEWART, INC.
140 East Second, South
SALT LAKE CITY, UTAH

UNI-CON DISTRIBUTING CO.
3410 Main St.
KANSAS CITY 2, MO.

UNITED AMUSEMENT CO.
432 N. Main
SAN ANTONIO, TEXAS

WERTZ MUSIC SUPPLY CO.
1013 East Carv St.
RICHMOND 19, VA.

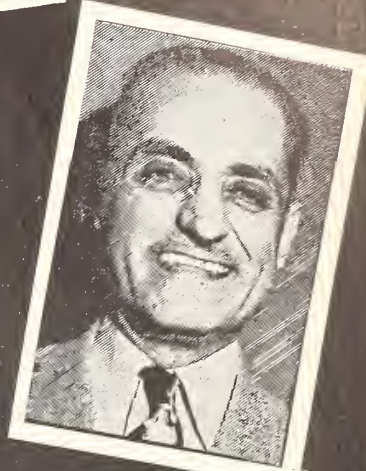
WERTZ MUSIC SUPPLY CO.
119 Light St.
BALTIMORE, MD.

WESTERN DISTRIBUTORS
1226 Southwest 16th Ave.
PORTLAND, ORE.

WORLD WIDE DISTRIBUTORS, INC.
2330 North Western Ave.
CHICAGO 47, ILL.

Congratulations

On Your 13th Anniversary



Our most sincere wishes for your continued success and prosperity, and may you enjoy many, many more grand, great and gorgeous progressive anniversaries.

You are truly our industry's publication.

JOE ABRAHAM

Factory Distributors for the following . . .

BALLY
MANUFACTURING COMPANY

J. H. KEENEY
& COMPANY

ROCK-OLA
MANUFACTURING CORPORATION
WILLIAMS
MANUFACTURING COMPANY

LAKE CITY AMUSEMENT CO.
(Established 1934)
4533 Payne Ave., Cleveland, Ohio

(All phones, Henderson 1-7577)

Serving manufacturers of vending machines
and amusement games with individualized
advertising campaigns since 1932

KENNEDY & COMPANY

Advertising

100 East Ohio Street, Chicago 11, Illinois
(Tel.: Superior 7-5640)

*Congratulations
Bill and Joe
on your
Thirteenth
Anniversary*

Mac Lesnick

EXCLUSIVE

SEEBURG

Distributors for

**MARYLAND - WASHINGTON, D. C.
VIRGINIA and Northern WEST VIRGINIA**



40 W. MT. ROYAL AVE., BALTIMORE, MD.

(Phone: VERNON 5757)

*The Members and Officers
of*

**AMUSEMENT MACHINE OPERATORS
ASS'N of GREATER BALTIMORE**

*Extend Their Best Wishes
to*

THE CASH BOX on its 13th ANNIVERSARY

**CONGRATULATIONS
CASH BOX!**

*You deserve the best for having
given of your best to our industry!*

ATLANTIC NEW YORK CORP.

Exclusive SEEBURG Distributors

583 10th Avenue

New York 36, N. Y.

Phone: CHICKERING 4-0760

In New Jersey: 772 High Street, Newark, N. J., MITCHELL 2-1891

In Conn.: 790 Albany Avenue, Hartford, Conn., CHAPEL 6-1666

**MANUFACTURERS
And Their
Distributors**

PHONOGRAPHS (continued)

J. P. SEEBURG CORP.
1500 N. Dayton St.
CHICAGO, ILL.

(Distributors)

ATLANTIC NEW YORK CORP.
583 Tenth Ave.
NEW YORK, N. Y.

ATLANTIC CONNECTICUT CORP.
790 Albany Ave.
HARTFORD, CONN.

ATLANTIC NEW JERSEY CORP.
772 High St.
NEWARK, N. J.

ATLANTIC PENNSYLVANIA CORP.
334 N. Broad St.
PHILADELPHIA, PA.

ATLAS MUSIC CO.
2122 N. Western Ave.
CHICAGO, ILL.

ATLAS MUSIC CO. OF IOWA
221 Ninth St.
DES MOINES, IA.

ATLAS MUSIC CO.
2231 Fifth Ave.
PITTSBURGH, PA.

DAVIS DISTRIBUTING CORP.
738 Erie Blvd., East
SYRACUSE, N. Y.

DAVIS DISTRIBUTING CORP.
875 Main St.
BUFFALO, N. Y.

DAVIS DISTRIBUTING CORP.
1056 Broadway
ALBANY, N. Y.

DAVIS DISTRIBUTING CORP.
317-319 Alexander St.
ROCHESTER, N. Y.

DICKSON DISTRIBUTING CO.
631 W. California Ave.
OKLAHOMA CITY, OKLA.

R. F. JONES CO.
1263 Mission St.
SAN FRANCISCO, CALIF.

R. F. JONES CO.
127 East Second South
SALT LAKE CITY, UTAH

R. F. JONES CO.
1514 Pearl St.
DENVER, COLO.

R. F. JONES CO.
2600 Second Ave.
SEATTLE, WASH.

R. F. JONES CO.
1200 S.E. Morrison
PORTLAND, ORE.

S. L. LONDON MUSIC CO., INC.
3130 W. Lisbon Ave.
MILWAUKEE, WISC.

S. L. LONDON MUSIC CO., INC.
2605-07 Hennepin Ave.
MINNEAPOLIS, MINN.

S. H. LYNCH & CO., INC.
2900 Gaston Ave.
DALLAS, TEXAS

S. H. LYNCH & CO., INC.
414 Dolorosa
SAN ANTONIO, TEXAS

S. H. LYNCH & CO., INC.
910 Calhoun St.
HOUSTON, TEXAS

LYNCH & ZANDER CO.
832 Baronne St.
NEW ORLEANS, LA.

MINTHORNE MUSIC CO.
2916-20 W. Pico Blvd.
LOS ANGELES, CALIF.

MINTHORNE MUSIC CO.
611 W. Washington St.
PHOENIX, ARIZ.

MUSIC DISTRIBUTORS, INC.
213-215 Franklin St.
FAYETTEVILLE, N. C.

MUSIC DISTRIBUTORS, INC.
801 S. Cedar St.
CHARLOTTE, N. C.

MUSIC SYSTEMS, INC.
2600 Euclid Ave.
CLEVELAND, O.

MUSIC SYSTEMS, INC.
1302 Jackson Ave.
TOLEDO, O.

MUSIC SYSTEMS, INC.
10217 Linwood Ave.
DETROIT, MICH.

MUSIC SYSTEMS, INC.
1224 Turner Ave.
LANSING, MICH.

THE MUSICAL SALES CO.
140 W. Mt. Royal Ave.
BALTIMORE, MD.

SAMMONS-PENNINGTON CO.
1049 Union Ave.
MEMPHIS, TENN.

SHAFFER MUSIC CO.
849 N. High St.
COLUMBUS, O.

SHAFFER MUSIC CO.
1327 N. Capitol Ave.
INDIANAPOLIS, IND.

SHAFFER MUSIC CO.
1200 Walnut St.
CINCINNATI, O.

SPARKS SPECIALTY CO.
104 Edgewood Ave.
ATLANTA, GA.

SPARKS SPECIALTY CO.
2608 Main St.
COLUMBIA, S. C.

S. L. STIEBEL CO.
635 W. Main St.
LOUISVILLE, KY.

S. L. STIEBEL CO.
313 Seventh Ave. South
NASHVILLE, TENN.

S. L. STIEBEL CO.
105-107 N. W. 6th St.
EVANSVILLE, IND.

TRIMOUNT AUTOMATIC SALES CORP.
40 Waltham St.
BOSTON, MASS.

W. B. DISTRIBUTORS, INC.
1012 Market St.
ST. LOUIS, MO.

W. B. MUSIC COMPANY, INC.
2900 Main St.
KANSAS CITY, MO.

WOLFE DISTRIBUTING COMPANY
459 Riverside Ave.
JACKSONVILLE, FLA.

MANUFACTURERS And Their Distributors

PHONOGRAPHS (continued)

J. P. SEEBURG CORP. (Continued.)

WOLFE DISTRIBUTING CO., INC.
2217 Sixth Ave., South
BIRMINGHAM, ALA.

Export

AMERICAN STEEL EXPORT CO., INC.
347 Madison Ave.
NEW YORK, N. Y.

Canada

R. C. GILCHRIST (QUEBEC) LTD.
1316 Notre Dame St. W.
MONTREAL, QUEBEC, CANADA

R. C. GILCHRIST, LTD.
1166 Bay St.
TORONTO, ONTARIO, CANADA

R. C. GILCHRIST, LTD.
2487 Commercial Drive
VANCOUVER, B.C., CANADA

THE RUDOLPH WURLITZER CO.
NORTH TONAWANDA, N. Y.
(Distributors)

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St.
PHILADELPHIA, PA.

ANGOTT DISTRIBUTING CO., INC.
2616 Puritan Ave.
DETROIT, MICH.

BILOTTA DISTRIBUTING CO.
224 N. Main St.
NEWARK, N. Y.

BILOTTA DISTRIBUTING CORP.
1226 Broadway
ALBANY, N. Y.

BRADY DISTRIBUTING CO.
522 E. Trade St.
CHARLOTTE, N. C.

BRANDT DISTRIBUTING CO., INC.
1809-11 Olive St.
ST. LOUIS, MO.

BUSH DISTRIBUTING CO.
286 N. W. 29th St.
MIAMI, FLA.

BUSH DISTRIBUTING CO.
60 Riverside Ave.
JACKSONVILLE, FLA.

BUSH DISTRIBUTING CO.
Cia Distribuidora Internacional de
Musica, S. A.
Calzada de Ayesteran No. 401
HAVANA, CUBA

CANYON STATE DIST. CO., INC.
301 E. Seventh St.
TUCSON, ARIZ.

CENTRAL MUSIC DISTRIBUT. CO., INC.
1209 Douglas St.
OMAHA, NEB.

CENTURY DISTRIBUTORS, INC.
1221-23 Main St.
BUFFALO, N. Y.

COMMERCIAL MUSIC CO., INC.
1550 Edison St.
DALLAS, TEXAS

COMMERCIAL MUSIC CO., INC.
1415 S. Flores St.
SAN ANTONIO, TEXAS

CO-OPERATIVE DISTRIBUTING CO.
234 W. Jefferson St.
LOUISVILLE, KY.

COVEN DISTRIBUTING CO., INC.
3181 N. Elston Ave.
CHICAGO, ILL.

CRUZE DISTRIBUTING CO., INC.
105 Virginia St., West
CHARLESTON, W. V.

DRACO SALES CO.
2005 West Alameda
DENVER, COLO.

EMARCY DISTRIBUTING CO.
348 Sixth St.
SAN FRANCISCO, CALIF.

F. A. B. DISTRIBUTING CO., INC.
1019 Baronne St.
NEW ORLEANS, LA.

LEW JONES DIST. CO.
1301 N. Capitol Ave.
INDIANAPOLIS, IND.

MID-WEST DISTRIBUTORS
709 Linwood Blvd.
KANSAS CITY, MO.

MUSIC DISTRIBUTING CO.
2001 Fifth Ave.
PITTSBURGH, PA.

NORTHERN MUSIC, INC.
2006 Prospect Ave.
CLEVELAND, O.

NORTHWEST SALES CO.
3150 Elliott Ave.
SEATTLE, WASH.

O'CONNOR DISTRIBUTORS, INC.
2320 W. Main St.
RICHMOND, VA.

PEACH STATE MUSIC CO.
549 Pine St.
MACON, GA.

PEACH STATE MUSIC CO.
COLUMBIA, S. C.

REDD DISTRIBUTING CO., INC.
298 Lincoln St.
ALLSTON (BOSTON), MASS.

ROCK CITY AMUSE. CO.
108 Lafayette St.
NASHVILLE, TENN.

SANDLER DISTRIBUTING CO.
110 Eleventh St.
DES MOINES, IA.

SANDLER DISTRIBUTING CO.
405 Plymouth Ave. N.
MINNEAPOLIS, MINN.

SIERRA DISTRIBUTORS
2775 W. Pico Blvd.
LOS ANGELES, CALIF.

STEELE DISTRIBUTING CO., INC.
2300 Louisiana St.
HOUSTON, TEXAS

T & L DISTRIBUTING CO.
1663 Central Parkway
CINCINNATI, O.

UNITED, INC.
4227 W. Vliet St.
MILWAUKEE, WISC.

UNITED DISTRIBUTORS, INC.
902 W. Second
WICHITA, KAN.

WILLIAMS DISTRIBUTING CO., INC.
1117 Union Ave.
MEMPHIS, TENN.

SINCE AUGUST 26, 1926

26 Years of Leadership

IN THE
MEMPHIS
Trading Area
Including All Of Arkansas,
North Mississippi and West Tennessee
REPRESENTING
WURLITZER
AUTOMATIC PHONOGRAPHS AND MUSIC ACCESSORIES
UNITED MANUFACTURING CO.
WILLIAMS MANUFACTURING CO.

WILLIAMS DISTRIBUTING CO., Inc.
1117 Union Avenue, Memphis, Tennessee

Congratulations
"Cash Box"
On Your 13th Anniversary
FROM ALL OF US
WURLITZER FACTORY DISTRIBUTORS FOR
INDIANA AND NORTHERN ILLINOIS
COVEN MUSIC CORP.
3181 ELSTON AVENUE, CHICAGO 18, ILLINOIS
(Phone: INdependence 3-2210)

Congratulations
on Your
13th Anniversary
KEN O'CONNOR
WURLITZER
FACTORY DISTRIBUTOR FOR VIRGINIA
AND NORTHERN NORTH CAROLINA
O'CONNOR DISTRIBUTORS, INC.
2320 MAIN STREET, RICHMOND 20, VA.



*For Progress
in the Years
to Come*

Watch

BERT LANE COMPANY, INC.
MIAMI • FLORIDA



Our Sincerest and Warmest

Congratulations

*to our industry's most outstanding and
most faithful publication*

The Cash Box

from the entire membership of the

PHONOGRAPH MERCHANTS ASSN.
HOLLENDEN HOTEL • CLEVELAND, OHIO

Congratulations

On Your 13th Anniversary

THE TRUE MAGAZINE OF OUR INDUSTRY

"The Cash Box"

SOUTH DAKOTA PHONOGRAPH OPERATORS ASSN.

MOBRIDGE, SOUTH DAKOTA

HAROLD SCOTT, Secretary

MANUFACTURERS And Their Distributors

PHONOGRAPHS (continued)

THE RUDOLPH WURLITZER CO.
(continued.)

THE WINTERS DISTRIBUTING CO.
1713-15 Harford Ave.
BALTIMORE, MD.

YOUNG DISTRIBUTING, INC.
599 Tenth Ave.
NEW YORK, N. Y.

CANADA

SIEGEL DIST. CO., LTD.
537 Yonge Street
TORONTO, ONTARIO, CANADA

SIEGEL DIST. CO., LTD.
2095 Notre Dame Street, West
MONTREAL, QUEBEC, CANADA

SIEGEL DIST. CO., LTD.
683 E. Hastings St.
VANCOUVER, B. C., CANADA

Export

CARLOS TOUCHE
Entre Rios 631
BUENOS AIRES, ARGENTINA

JOHN C. MERRILL
Herrengasse 6-8
VIENNA, AUSTRIA

ELSPOR-BELGE
Appelmanstraat 2
ANTWERPEN, ANVERS, BELGIUM

ELSPOR-BELGE
26 Rue du Lombard
BRUSSELS, BELGIUM

ARAUCO PRADO & CIA., S. A.
Calle Loayza 67-71
LA PAZ, BOLIVIA

SANTIAGO CASTILLO
P. O. Box 69
BELIZE, BR. HONDURAS

IMPORTADORES MEDANTI
Alhambra Con Pichincha 47-8
MEDELLIN, COLOMBIA

FOTO VELASCO
Apartado Aereo 290
BARRANQUILLA, COLOMBIA

IMPORTADORES ALIADOS LTDA.
Carrera 5a No. 21-34
CALI, COLOMBIA

IMPORTADORES CABO LTDA.
34-41 Carrera 13
BOGOTA, COLOMBIA

CARIBBEAN MOTORS CO., C. POR A.
Apartado #52
CIUDAD TRUJILLO
DOMINICAN REPUBLIC

JOSE GADALA MARIA HIJOS & CO.
SANTA ANA, EL SALVADOR

FRANCO AMERICAINE DISTRIBUTION
AUTOMTIQUE
32, Rue Rodier
PARIS, FRANCE

CASABLANCA AMUSEMENT CO.
15, Rue de Lille
CASABLANCA, FRENCH MOROCCO

GUSTAV HUSEMANN
Komodienstr. 32/34
KOLN/RHEIN, GERMANY

M. A. MENA
11 Calle Oriente No. 4
GUATEMALA CITY, GUATEMALA

FRANK W. WILSON
P. O. Box 1323
Rue des Casernes
PORT-AU-PRINCE, HAITI

CASA CARLOS A. ZUNIGA
TEGUCIGALPA, D. C.
HONDURAS, C. A.

SOCIETA PER LA DISTRIBUZIONE
IN ITALIA DEI PRODOTTI WURLITZER
Piazza Barberini 52
ROME, ITALY

DUNHAM & SMITH, INC.
P. O. Box 169
YOKOHAMA, JAPAN

CASA RIOJAS
Rosas Moreno #87
MEXICO 4, D. F., MEXICO

KLAAS ROOS
Insulindestraat 208
ROTTERDAM, HOLLAND

J. A. NIEUW
P. O. Box 84
ORANJESTAD, ARUBA, N. W. I.

A. D. NIEUW
Kerkstraat 28
WILLEMSTAD, CURACAO, N. W. I.

J. C. MARTINEZ Y F. A. MENDIETA CIA.
Apartado 74
MANAGUA, NICARAGUA

GUARDIA & CIA., S. A.
Apartado Postal 481
PANAMA CITY, PANAMA

PESCHIERA HNOS. CIA., LTDA. S. A.
Avenida Mariscal Benavides 1013
LIMA, PERU

FELIPE YUPNGCO & SONS
Bonifacio Drive at 13th St.
Port Area
MANILA, PHILIPPINE ISLANDS

JOSE CESAR VASCONCELLOS
P. O. Box 953
Loutenco Marques
MOZAMBIQUE, PORT. EAST AFRICA

BORINQUEN MUSIC CORP.
308 Salvador Brau St.
SAN JUAN, PUERTO RICO

C. BOTHNER & SONS, LTD.
Cavendish Chambers
183 Jeppe St.
JOHANNESBURG, SOUTH AFRICA

C. BOTHNER & SONS, LTD.
80 St. George St.
CAPE TOWN, SOUTH AFRICA

PIANO ECKENSTEIN A. G.
Nadelberg 20
BASLE, SWITZERLAND

BECHHOFFER BROTHERS, INC.
Monzon a Barcenas 126 C
CARACAS, VENEZUELA

COMERCIAL JAEGER, S. A.
La Casa del Radio
Apartado #228
MARACAIBO, VENEZUELA

MANUFACTURERS And Their Distributors

AMUSEMENT GAMES

A.B.T. MANUFACTURING CORP.
715 N. Kedzie Ave.
CHICAGO, ILL.

AMERICAN SHUFFLEBOARD CO.
UNION CITY, N. J.

AUTO-PHOTO CO.
1444 So. San Pedro St.
LOS ANGELES, CALIF.
(Distributors)

AMUSEMENT VENDING
1307 Spring St., N. W.
ATLANTA, GEORGIA

ASSOCIATED COIN AMUSEMENT CO.
2607 Grove St.
OAKLAND 7, CALIF.

AUTOMATIC PHOTO CO.
5625 Beacon St.
PITTSBURGH, PA.

B & L COIN DEVICES, INC.
1309 New Jersey Ave., N.W.
WASHINGTON, D. C.

CENTRAL MUSIC DIST. CO.
1209 Douglas St.
OMAHA, NEB.

COMMERCIAL MUSIC CO.
1501 Dragon St.
DALLAS, TEXAS

EMPIRE COIN MACHINE EXCHANGE
1012 Milwaukee Ave.
CHICAGO 22, ILL.

FUN, INC.
7850 N.W. 24th Ave.
MIAMI, FLA.

GARFOTO, INC.
639 Broadway
LORAIN, OHIO

MADISON CORP.
230 Boylston St.
BOSTON, MASS.

NEW ORLEANS NOVELTY CO.
115 Magazine St.
NEW ORLEANS, LA.

DAVID ROSEN, INC.
855 N. Broad St.
PHILADELPHIA, PA.

ALBERT SIMON, INC.
587 -10th Ave.
NEW YORK, N. Y.

UNI-CON DISTRIB. CO.
3410 Main St.
KANSAS CITY, MO.

UNIVERSAL DISTRIBUTING CO.
2852 Sidney St.
ST. LOUIS, MO.

BALLY MANUFACTURING CO.
2640 Belmont Ave.
CHICAGO, ILL.
(Distributor list not available)

BINKS INDUSTRIES, INC.
4355 N. Pulaski Road
CHICAGO, ILL.
(Distributor list not available)

BUCKLEY MANUFACTURING CO.
4223 W. Lake St.
CHICAGO, ILL.

CAPITOL PROJECTORS CORP.
556 W. 52nd St.
NEW YORK, N. Y.

CHICAGO COIN MACHINE CO.
1725 Diversey Blvd.
CHICAGO, ILL.
(Distributor list not available)

EXHIBIT SUPPLY
4218-30 W. Lake St.
CHICAGO, ILL.

(Distributor list not available)

GENCO SALES & MFG. CO.
2621 N. Ashland Ave.
CHICAGO, ILL.

(Distributor list not available)

D. GOTTLIEB & CO.
1140—50 N. Kostner Ave.
CHICAGO, ILL.
(Distributors)

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St.
PHILADELPHIA, PA.

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
SAN FRANCISCO, CALIF.

ALL COIN AMUSEMENTS CO.
2820 N.W. 7th Ave.
MIAMI, FLA.

BADGER SALES CO.
2251 Pico Blvd.
LOS ANGELES, CALIF.

BILOTTA DIST. CO.
224 N. Main St.
NEWARK, N. Y.

BIRMINGHAM VENDING CO.
540 2nd Ave. N.
BIRMINGHAM, ALA.

CENTRAL OHIO COIN MACH. EXCH.
525 S. High
COLUMBUS, O.

CLEVELAND COIN MACHINE EXCH.
2029 Prospect Ave.
CLEVELAND, O.

CULP DIST. CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

GARRISON SALES CO.
1000 W. Washington
PHOENIX, ARIZ.

GENERAL VENDING SALES CORP.
245 W. Biddle St.
BALTIMORE, MD.

H. Z. VENDING & SALES CO.
1205 Douglas St.
OMAHA, NEB.

R. F. JONES CO.
1314 Pearl St.
DENVER, COLO.

R. F. JONES CO.
127 E. Second South St.
SALT LAKE CITY, UTAH

B. D. LAZAR CO.
1635 Fifth Ave.
PITTSBURGH, PA.

LIEBERMAN MUSIC CO.
257 Plymouth Ave., N.
MINNEAPOLIS, MINN.

S. L. LONDON MUSIC CO., INC.
3130 W. Lisbon
MILWAUKEE, WIS.

MILLER-NEWMARK DIST. CO.
5743 Grand River Ave.
DETROIT, MICH.

MILLER-NEWMARK DIST. CO.
42 Fairbanks St., N.W.
GRAND RAPIDS, MICH.

IRVING MORRIS, INC.
47 Stanton St.
NEWARK, N. J.

Congratulations "Cash Box" On Your 13th Anniversary

From

MAYFLOWER SALES COMPANY
2218 UNIVERSITY AVE., ST. PAUL, MINN.

EXCLUSIVE FACTORY DISTRIBUTORS FOR

UNITED MFG. CO.

From

Sam Cooper

PASTER DISTRIBUTING CO.
2606 FOND DU LAC AVE., MILWAUKEE, WIS.

EXCLUSIVE FACTORY DISTRIBUTORS FOR

AMI, Inc.

Bally Mfg. Co.

United Mfg. Co.

Congratulations

to

The Cash Box

On Its

Thirteenth Anniversary

The Cash Box is the one publication which has proved invaluable to every operator. It is the one publication on which we most completely rely to bring us the kind of constructive suggestions and information which we know will benefit us in every regard.

Phil Weisman

UNIVERSAL AUTOMATIC MUSIC CO.

2501 SOUTH STATE ST., CHICAGO, ILL.

PREMIUM MERCHANDISE and PRIZE BOARDS TO STIMULATE PLAY ON YOUR GAMES

Write For Prices and Information

• • • • •

MINUT BUN DISTRIBUTORS

USED COIN MACHINES—BOUGHT, SOLD and EXCHANGED

HASTINGS DISTRIBUTING CO.

6100 BLUEMOUND ROAD (Since 1932) MILWAUKEE 13, WISCONSIN
(All Phones: BLuemound 8-6700)

MICHIGAN OPERATORS

WE ARE EXCLUSIVE DISTRIBUTORS FOR

AMI, INC.
CHICAGO COIN
GENCO
GOTTLIEB
KEENEY
WILLIAMS
VICTOR
BERT LANE

SEE US FIRST FOR ALL TYPES OF AMUSEMENT GAMES, PHONOGRAPHS AND SUPPLIES.

2 OFFICES 2 SERVE U
MILLER-NEWMARK DISTRIBUTING CO.

BILL MILLER
42 Fairbanks St., N.W.
Grand Rapids, Mich.
(Tel.: GLendale 6-6807)



DAN EVANS
5743 Grand River Ave.
Detroit 8, Michigan
(Tel.: TYler 8-2230)

*Our Sincerest
Congratulations*

to

The Cash Box

on your

Thirteenth Anniversary



DISTRIBUTING CORPORATION OF ILLINOIS

1231 W. CHICAGO AVENUE
Vic Comforte

CHICAGO 22, ILLINOIS
Don Koren

IN **OMAHA, NEBR.** THE BEST PLACE TO BUY
H.Z. VENDING & SALES CO.

1205 DOUGLAS ST., OMAHA 2, NEBR.

(Tel.: ATLantic 1121)

Exclusive Factory Distributors For

• ROCK-OLA MFG. CORP. • D. GOTTLIEB & CO. • WILLIAMS MFG. CO. •
AND THE PRODUCTS OF ALL OTHER LEADING MANUFACTURERS

Congratulations on your Thirteenth Anniversary

May you continue to enjoy many, many more glorious and prosperous anniversaries. Your diligent efforts for the entire automatic music industry are to be congratulated and your tireless efforts in behalf of the automatic music operators will always be remembered.
MRS. M. ROBINSON, Pres. M. J. PROFFIT, Sect'y.

SOUTH CENTRAL NOVELTY CO.

357 EAST 43rd STREET

(Tel.: ATLantic 5-2840)

CHICAGO, ILLINOIS

MANUFACTURERS And Their Distributors

AMUSEMENT GAMES (Continued)

D. GOTTLIEB & CO. (Cont.)

MORRIS NOVELTY CO.
3007 Olive St.
ST. LOUIS, MO.

NATIONAL COIN MACHINE EXCH.
1411 W. Diversey
CHICAGO, ILL.

NEW ORLEANS NOVELTY CO.
115 Magazine St.
NEW ORLEANS, LA.

REX COIN MACHINE DIST. CO.
821 S. Salina St.
SYRACUSE, N. Y.

SEABOARD NEW YORK CORP.
583 10th Ave.
NEW YORK, N. Y.

SEABOARD NEW YORK CORP.
790 Albany Ave.
HARTFORD, CONN.

SOUTHERN AMUSEMENT CO.
628 Madison Ave.
MEMPHIS, TENN.

SOUTHERN AUTOMATIC MUSIC CO.
735 S. Brook St.
LOUISVILLE, KY.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI, O.

SOUTHERN AUTOMATIC MUSIC CO.
129 W. North
INDIANAPOLIS, IND.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, KY.

STATE MUSIC DISTRIBUTORS
3100 Main St.
DALLAS, TEX.

TRIMOUNT COIN MACHINE CO.
40 Waltham St.
BOSTON, MASS.

W. B. MUSIC CO.
2900 Main St.
KANSAS CITY, MO.

WESTERN DISTRIBUTORS
3126 Elliott Ave.
SEATTLE, WASH.

WESTERN DISTRIBUTORS
1226 S.W. 16th Ave.
PORTLAND, ORE.

Export

JUDD DISTRIBUTING CO.
1104 N. Kostner Ave.
CHICAGO, ILL.

(Foreign Sales Agency)

MOROCCO—
MONDIAL COMMERCIAL CORP.
Empire State Building
350—5th Avenue
NEW YORK CITY, N. Y.

FRANCE—
SUBERG EXPORT CORP.
87 Lafayette Avenue
BROOKLYN 17, N. Y.

GERMANY—
NOVA-APPARATE GESELLSCHAFT
24, Semperstrasse
HAMBURG 39, GERMANY

HOLLAND-BELGIUM
INTERNATIONAL AMUSE. CO.
1423 Spring Garden Street
PHILADELPHIA 30, PA.

HAWAII-GUAM
SERVICE GAMES
210 Mokuauia St.
HONOLULU 17, T. H.

CANADA—(Montreal)—
LANIEL AMUSEMENT INC.
1807 Quest, Rue Notre Dame W.
MONTREAL 3, QUEBEC, CANADA

CANADA—(Windsor)—
DONALD FIELDING COMPANY
1106 Hall Avenue
WINDSOR, ONTARIO, CANADA

CANADA—(Toronto)—
TORONTO TRADING POST LTD.
736 Yonge Street
TORONTO 5, ONTARIO, CANADA

INTERNATIONAL MUTOSCOPE CORP.

44-02 Eleventh St.
LONG ISLAND CITY, N. Y.
(Distributor list not available)

J. H. KEENEY & CO., INC.
2600 W. Fiftieth St.
CHICAGO, ILL.
(Distributor list not available)

THE BERT LANE CO., INC.
372 N.E. 61st St.
MIAMI, FLA.
(Distributor list not available)

SCIENTIFIC MACHINE CORP.
79 Clifton Pl.
BROOKLYN, N. Y.
(Distributor list not available)

UNITED MANUFACTURING CO.
3401 N. California Ave.
CHICAGO, ILL.
(Distributors)

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
SAN FRANCISCO, CALIF.

BANNER SPECIALTY CO.
199 W. Girard Ave.
PHILADELPHIA, PA.

BANNER SPECIALTY CO.
1508 Fifth Ave.
PITTSBURGH, PA.

CENTRAL DISTRIBUTORS, INC.
2315 Olive St.
ST. LOUIS, MO.

CENTRAL DISTRIBS. OF KANSAS CITY
2805 No. Main St.
KANSAS CITY, MO.

CENTRAL MUSIC DIST. CO.
1209 Douglas
OMAHA, NEB.

CENTRAL OHIO COIN MACH. EXCH.
525 S. High St.
COLUMBUS, O.

CLEVELAND COIN MACH. EXCH.
2029 Prospect Ave.
CLEVELAND, O.

CLEVELAND COIN MACH. EXCH.
1827 Adams St.
TOLEDO, OHIO

COIN AUTOMATIC MUSIC CO.
241 W. Main St.
JOHNSON CITY, TENN.

COMMERCIAL MUSIC CO., INC.
1550 Edison St.
DALLAS, TEX.

MANUFACTURERS And Their Distributors

AMUSEMENT GAMES (Continued)

UNITED MFG. CO. (Cont.)

COMMERCIAL MUSIC CO., INC.
1415 S. Flores St.
SAN ANTONIO, TEX.

CULP DISTRIBUTING CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

DOUBLE U SALES CORP.
1101 Cathedral St.
BALTIMORE, MD.

EMPIRE COIN MACHINE EXCH.
1012 Milwaukee Ave.
CHICAGO 47, ILL.

T. B. HOLLIDAY CO.
625 Main St.
COLUMBIA, S. C.

HUEY DISTRIBUTING CO.
3760 Airline Highway
NEW ORLEANS, LA.

MAYFLOWER DISTRIBUTING CO.
2200 University Ave.
ST. PAUL, MINN.

MOUNTAIN DISTRIBUTORS
3630 Downing St.
DENVER, COLO.

PASTER DISTRIBUTING CO.
2606 W. Fond du Lac
MILWAUKEE, WISC.

ROCK CITY AMUSEMENT CO.
108 Lafayette St.
NASHVILLE, TENN.

DAVE SIMON, INC.
631 Tenth Ave.
NEW YORK, N. Y.

SOUTHERN AUTOMATIC MUSIC CO.
735 S. Brook St.
LOUISVILLE, KY.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI, O.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, KY.

SOUTHERN AUTOMATIC MUSIC CO.
129 W. North St.
INDIANAPOLIS, IND.

STEELE DISTRIBUTING CO.
3300 Louisiana Ave.
HOUSTON, TEX.

DAN STEWART CO.
140 E. Second South
SALT LAKE CITY, UTAH

TARAN DISTRIBUTING CO.
90 Riverside Ave.
JACKSONVILLE, FLA.

TARAN DISTRIBUTING CO.
3401 N.W. 36th St.
MIAMI, FLA.

TARAN DISTRIBUTING CO.
335 Edgewood Ave., S.E.
ATLANTA, GA.

WESTERN DISTRIBUTORS
1226 S. W. 16th
PORTLAND, ORE.

WESTERN DISTRIBUTORS
3126 Elliott Ave.
SEATTLE, WASH.

WILLIAMS DISTRIBUTING CO., INC.
1117 Union Ave.
MEMPHIS, TENN.

WILLIAMS MANUFACTURING COMPANY

4242 W. Fillmore St.
CHICAGO, ILL.

(Distributors)

ADVANCE AUTOMATIC SALES CO.
1350 Howard St.
SAN FRANCISCO, CALIF.

ATLAS MUSIC CO.
221 Ninth St.
DES MOINES, IA.

BILOTTA DISTRIBUTING CO.
224 N. Main St.
NEWARK, N. Y.

CENTRAL DISTRIBUTORS
2315 Olive St.
ST. LOUIS, MO.

COMMERCIAL MUSIC CO.
1550 Edison St.
DALLAS, TEX.

COMMERCIAL MUSIC CO.
1415 S. Flores St.
SAN ANTONIO, TEX.

CULP DISTRIBUTING CO.
614 W. Grand Ave.
OKLAHOMA CITY, OKLA.

DELTA MUSIC SALES CO.
1019 Baronne St.
NEW ORLEANS, LA.

EMPIRE COIN MACH. EXCH.
1012 Milwaukee Ave.
CHICAGO, ILL.

FRANCO DISTRIBUTING CO.
24 N. Perry
MONTGOMERY, ALA.

FRIEDMAN AMUSEMENT CO.
441 Edgewood Ave., S.E.
ATLANTA, GA.

FRIEDMAN AMUSEMENT CO.
2007 Main St.
COLUMBIA, S. C.

GENERAL VENDING SALES CORP.
237 W. Biddle St.
BALTIMORE, MD.

H. Z. VENDING SALES CORP.
1205 Douglas St.
OMAHA, NEB.

LAKE CITY AMUSEMENT CO.
4533 Payne Ave.
CLEVELAND, O.

LANIEL AMUSEMENT CO.
1807 Ouest Rue Notre Dame
MONTREAL, QUEBEC, CANADA

B. D. LAZAR CO.
1635 Fifth Ave
PITTSBURGH, PA.

LIEBERMAN MUSIC CO.
257 Plymouth Ave., N.
MINNEAPOLIS, MINN.

S. L. LONDON MUSIC CO.
3130 W. Lisbon Ave.
MILWAUKEE, WISC.

MILLER NEWMARK DISTRIBUTING CO.
5743 Grand River Ave.
DETROIT, MICH.

MILLER NEWMARK DISTRIBUTING CO.
42 Fairbanks St. N.W.
GRAND RAPIDS, MICH.

MINTHORNE MUSIC CO.
2916 W. Pico Blvd.
LOS ANGELES, CALIF.

Congratulations to a Thirteen Year Old from a Twenty-Three Year Old

WE HAVE been distributing coin operated equipment for over twenty-three years. We know how invaluable 'The Cash Box' has been to us during its lifetime of thirteen years. We feel certain that 'The Cash Box' will continue to serve the industry with the same intelligence, energy, loyalty and faith for many, many years yet to come.

CARL HOELZEL • IRVIN WEILER UNI-CON DISTRIBUTING CO.

— Established 1932 —

3410 MAIN STREET, KANSAS CITY 2, MISSOURI

EXCLUSIVE FACTORY DISTRIBUTORS FOR

BALLY MANUFACTURING CO.
EXHIBIT SUPPLY
ROCK-OLA MANUFACTURING CORP.
UNITED MANUFACTURING CO.
WILLIAMS MANUFACTURING CO.
AUTO-PHOTO CO.
ARTHUR H. DuGRENIER, INC.

Congratulations "Cash Box" On Your 13th Anniversary

WE SINCERELY APPRECIATE ALL YOU
HAVE DONE FOR OUR INDUSTRY

DIXIE COIN MACHINE CO.

122 NO. BROAD STREET

NEW ORLEANS 22, LA.

We Want to Congratulate "The Cash Box"

THE ONE AND ONLY PUBLICATION THAT HAS BEEN OF
TREMENDOUS VALUE TO ALL OF US IN THIS INDUSTRY!

Harry Rosenberg — Sam Weisman

DOUBLE-U-SALES CORP.

1101 CATHEDRAL ST., BALTO. 1, MARYLAND

Phones—Saratoga 7-4770-71-72

**Congratulations
to
Bill Gersh and Joe Orleck
and the marvelous
magazine of our industry
The Cash Box
on this 13th Anniversary**

JAKE FRIEDMAN

FRIEDMAN AMUSEMENT CO.

441 EDGEWOOD AVE., S.E., ATLANTA, GEORGIA

EXCLUSIVE FACTORY DISTRIBUTORS FOR

★ **AMI, Inc.** ★ **Bally Manufacturing Co.** ★
★ **Chicago Coin Machine Co.** ★ **Williams Manufacturing Co.** ★
★ **Genco Mfg. & Sales Co.** ★ **Arthur H. DuGrenier, Inc.** ★

Congratulations to "The Cash Box"

CONTACT
US
BEFORE
YOU BUY

FOR THEIR SPLENDID
WORK IN THE COIN
MACHINE INDUSTRY

Williamsport Electronic & Television Co.

(Formerly: Williamsport Amusement Company)

233 W. 3RD STREET

WILLIAMSPORT, PA.

Phone: 2-3326 — 2-1648



"Central Pennsylvania's Largest Distributors"

NEW PIN GAMES AT A SACRIFICE PRICE
IT'S A CLEAN UP SALE
ALSO A SPECIAL PRICE ON USED GAMES



ALL I WANT TO SAY IS . . .

"God Bless 'The Cash Box' and keep it in business for another 113 years!"

Willie (Little Napoleon) Blatt

SUPREME DISTRIBUTORS, INC.

416 S.W. 8th AVENUE

MIAMI, FLORIDA

**MANUFACTURERS
And Their
Distributors**

AMUSEMENT GAMES (Continued)

WILLIAMS MFG. CO. (Cont.)

MINTHORNE MUSIC CO.
611 W. Washington St.
PHOENIX, ARIZ.

MOUNTAIN DISTRIBUTORS
3630 Downing St.
DENVER, COLO.

NEW ORLEANS NOVELTY CO.
115 Magazine St.
NEW ORLEANS, LA.

R & Y NOVELTIES
131 Clinton Ave.
NEWARK, N. J.

REX COIN MACHINE DISTRIBUT. CO.
821 S. Salina St.
SYRACUSE, N. Y.

DAVID ROSEN, INC.
855 N. Broad St.
PHILADELPHIA, PA.

AL SIEGEL AMUSEMENT CO.
637 Yonge St.
TORONTO, ONTARIO, CANADA

AL SIEGEL AMUSEMENT CO.
2095 Notre Dame St., W.
MONTREAL, QUEBEC, CANADA

AL SIEGEL AMUSEMENT CO.
683 Hastings St.
VANCOUVER, B. C.

SOUTHERN AUTOMATIC MUSIC CO.
735 S. Brook St.
LOUISVILLE, KY.

SOUTHERN AUTOMATIC MUSIC CO.
1535 Delaware Ave.
LEXINGTON, KY.

SOUTHERN AUTOMATIC MUSIC CO.
129 W. North St.
INDIANAPOLIS, IND.

SOUTHERN AUTOMATIC MUSIC CO.
1000 Broadway
CINCINNATI, O.

DAN STEWART CO.
140 E. Second South St.
SALT LAKE CITY, UTAH

TARAN DISTRIBUTING CO.
3401 N.W. 36th St.
MIAMI, FLA.

TARAN DISTRIBUTING CO.
90 Riverside Ave.
JACKSONVILLE, FLA.

TARAN DISTRIBUTING CO.
401 Memorial Dr., S.E.
ATLANTA, GA.

TRIMOUNT COIN MACHINE CO.
40 Waltham St.
BOSTON, MASS.

UNI CON DISTRIBUTING CO.
3410 Main St.
KANSAS CITY, MO.

VAN DUSEN BROS.
10139 — 112th St.
EDMONTON, ALB., CANADA

WESTERN DISTRIBUTORS, INC.
3126 Elliott Ave.
SEATTLE, WASH.

WESTERN DISTRIBUTORS, INC.
1226 S.W. 16th Ave.
PORTLAND, ORE.

WILLIAMS DISTRIBUTING CO.
1117 Union St.
MEMPHIS, TENN.

WINNIPEG COIN MACH. CO.
209 Pacific Ave.
WINNIPEG, MAN., CANADA

WORLD WIDE DISTRIBUTORS
2330 N. Western Ave.
CHICAGO, ILL.

Export

BERG A. BOGHOSIAN
350 Fifth Ave.
NEW YORK, N. Y.

NOVA TRADE
Gesellschaft M. B. H.
24 Semperstrasse
HAMBURG, GERMANY

SERVICE GAMES, INC.
210 Mokauea St.
HONOLULU, TERRITORY OF HAWAII

MR. IRVING SOLOVEY
Box 73
ANCON, CANAL ZONE

SHUFFLE WAX

THE SLICK SHINE CO.
207 Astor St.
NEWARK, N. J.

**SUN-GLO SHUFFLEBOARD
SUPPLIES, INC.**

115 Heckel St.
BELLEVILLE, N. J.

WAX-OLA CHEMICAL CO.
Box 207
ARLINGTON, N. J.

**PHONO
NEEDLE
MFRS.**

PAUL BENNETT & CO.
230 E. Ohio St.
CHICAGO, ILL.

DUOTONE CO. INC.
KEYPORT, N. J.

JENSEN INDUSTRIES, INC.
329 S. Wood St.
CHICAGO, ILL.

M. A. MILLER MFG. CO.
4th and Church Sts.
LIBERTYVILLE, ILL.

PERMO, INC.
6415 Ravenswood Ave.
CHICAGO, ILL.

PHANSTIEHL CHEMICAL CO.
104 Lake View Ave.
WAUKEGAN, ILL.

RECOTON CORP.
251 Fourth Ave.
NEW YORK, N. Y.

**LOTS OF LUCK
ON YOUR 13th ANNIVER-
SARY from NEW JERSEY'S
LEADING COIN MACHINE
DISTRIBUTOR**

IRVING MORRIS, Inc.
47 Stanton Street
Newark 5, New Jersey
All Phones BI 3-4300

Congratulations to The Cash Box on your 13th Anniversary

The one publication that has continued to strive with all its might to help assure everyone in the industry a greater, more prosperous and more progressive future.

Joe Westerhaus

THE WESTERHAUS COMPANY, INC.

3726 KESSEN AVENUE, CHEVIOT, OHIO (All Phones: MONTANA 5000)

JOBBERs and DISTRIBUTORS

(LISTED BY STATES)

ALABAMA

Birmingham
Birmingham Vending Co., 540 2nd Ave., N.
Wolfe Dist. Co., 2217 Sixth Ave., So.

Montgomery
Franco Dist. Co., 24 N. Perry St.

ARIZONA

Phoenix
Arizona Amusement Sales, Inc., 1030 Grand Ave.
Garrison Sales Co., 1000 W. Washington
Minthorne Music Co., 611 W. Washington

Tucson
Canyon States Dist. Co., 301 E. 7th St.
Paul W. Hawkins, 329 E. 7th St.

ARKANSAS

Eldorado
Wood Dist. Co., 415 W. Main St.

Fayetteville
Tri-State Sales Co., 320 W. Dixon St.

Little Rock
Little Rock Amusement Co., 105 W. 13th St.

CALIFORNIA

Los Angeles
Badger Sales Co., Inc., 2551 W. Pico Blvd.
Bard Dist. Co., 2329 W. Pico Blvd.
Irving Bromberg Co., 8313½ W. 3rd St.
Lyn Brown Co., 1909 W. Pico Blvd.
Paul A. Laymon, Inc., 1429 W. Pico Blvd.
Minthorne Music Co., 2916-20 W. Pico Blvd.
C. A. Robinson & Co., 2301 W. Pico Blvd.
Philip Robinson, 2992 W. Pico Blvd.
H. Rosenberg & Co., 1511 W. Pico Blvd.
Sierra Dist. Co., 2775 W. Pico Blvd.
Simon Dist. Co., 2833 W. Pico Blvd.

Oakland
Associated Coin Amuse. Co., 3607 Grove St.

Sacramento
Valley Distributors, 710 12th St.

San Francisco

Advance Automatic Sales Co., 1350 Howard St.
Emarcy Dist. Co., 348 Sixth St.
Golden Gate Novelty Co., 701 Golden Gate Ave.
Huber Dist. Co., 1118 Howard St.
R. F. Jones Co., 1263 Mission St.
Nobro Novelty Co., 538 Bryant St.
Osborn Dist. Co., 278 Sixth St.

Santa Rosa

Coin Machine Service, Inc., 422 Wilson St.

COLORADO

Denver
Capitol Sales Co., 5416 W. Colfax Ave.
Draco Sales Co., 2005 W. Alameda Ave.
R. F. Jones, 1314 Pearl St.
Modern Dist. Co., 3222 Tejon St.
Mountain Distributors, 3630 Downing St.
Frank Thorwald, 2415 Stuart Ct.

CONNECTICUT

Hartford

Atlantic New York Corp., 790 Albany Ave.
General Amusement Game Co., 187 Park St.
Reliable Coin Machine Co., 184 Windsor St.
Runyon Sales Co., 231 Windsor St.

New Haven

FitzGerald Sales, 157 Union Ave.

DISTRICT OF COLUMBIA

Washington

B & L Coin Devices, Inc., 1309 New Jersey Ave., N. W.

FLORIDA

Jacksonville

Bush Dist. Co., 60 Riverside Ave.
Ross Dist. Co., 90 Riverside Ave.
Southern Music Dist. Co., 418 Margarette St.
Taran Dist., Inc., 90 Riverside Ave.
Wolfe Dist. Co., 459 Riverside Ave.

Miami

All Coin Amusements, 2820 N. W. 7th Ave.
Bush Dist. Co., 286 N. W. 29th St.
H. & G. Novelty, 440 S. W. 8th St.
Ross Distrib. Co., 3401 N. W. 36th St.
Schwartz Dist. Co., 1800 S. W. 17th St.
Southern Music Dist. Co., 1453 S. W. 8th St.
Supreme Dist., Inc., 416 N. W. 8th Ave.
Taran Dist., Inc., 3401 N. W. 36th St.

Orlando

Southern Music Dist. Co., 503 W. Central Ave.

GEORGIA

Atlanta

Amusement Vending, 1307 Spring St., N. W.
Friedman Amusement Co., 441 Edgewood Ave., S. E.
Robinson Dist. Co., 301 Edgewood Ave. S. E.
Sparks Specialty Co., 104 Edgewood Ave., N. E.
Taram Dist. Co., 335 Edgewood Ave., S. E.
Variety Dist. Co., 585 Grant St., N. E.

Macon

Heath Sales Co., 506 Broadway
Peach State Music Co., 549 Pine St.

ILLINOIS

Belleville

Taylor Sales Co., 120 W. Main St.

Bloomington

Gilbert Music Co., 108 So. Center St.

Chicago

Acme-International, 3643 W. Montrose
Allied Coin Mach. Co., 766 Milwaukee Ave.
All State C. M. Exch., 2317 N. Western Ave.
Atlas Novelty Co., 2122 N. Western Ave.
Automatic Dist. Co., W. Fulton St.
Automatic Phonograph Dist. Co., 806 N. Milwaukee Ave.
Champion Dist. Co., 3743 W. Grand Ave.
Coin Amusement Games, Inc., 1144 East 55th
Coinex Corp., W. 1346 Roscoe St.
Coven Dist. Co., 3181 Elston Ave.
Donan Dist. Co., 5007 N. Kedzie Ave.
Empire Coin Machine Exch., 1012 Milwaukee Ave.
First Dist., 1750 W. North Ave.
Globe Dist. Co., 1623 N. California Ave.

W. E. Keeney Mfg. Co., 5231 S. Kedzie Ave.
Logan Dist. Co., 627 Milwaukee Ave.
Merit Industries, 542 W. 63rd St.
Monarch Coin Machine Co., 2257-59 N. Lincoln Ave.
National Coin Machine Exch., 1411-13 Diversey Bl.
Mack H. Postel, 2952 Milwaukee Ave.
Purveyor Dist. Co., 4324 N. Western Ave.
Trans-World Trading Corp., 185 N. Wabash Ave.
World Wide Dist., Inc., 2330 N. Western Ave.

Evanston

K C Wilson, 914 Michigan Ave.

Metropolis

Calvin C. Lauderdale, 19th & Neville St.

Moline

H & H Music, 1626 Third Ave.

Ottawa

Connelly Bros., 402½ W. Main St.
Wolfe Music Co., 1201 W. Main St.

Rockford

Midwest Dist. Co., 208 W. Madison St.

INDIANA

Evansville

Automatic Amusement Co., 1000 Pennsylvania St.
Carl J. Speis Co., 316 W. Columbia
S. L. Stiebel Co., Inc., 107 N. W. 6th St.

Fort Wayne

Lee Sales Co., Inc., 1815 S. Lafayette
General Sales Co., 1416 S. Calhoun St.
Southern Automatic Music Co., 467 Clermont Drive

Indianapolis

Associated Dist., Inc., 210 S. Meridian St.
Banister & Banister Dist. Co., 444 Massachusetts Ave.
Calderon Dist., Inc., 450 Massachusetts Ave.
Lew Jones Dist. Co., 1301 N. Capitol
Shaffer Music Co., 1327 Capitol Ave.
Sicking Co., 1312 Capitol Ave.
Southern Automatic Music Co., 129 W. North St.

"It's What's in THE CASH BOX That Counts"

OPERATORS... Convert Your Old Shuffle Alleys with EDOLITE'S "Do-It-Yourself" CONVERSION KIT

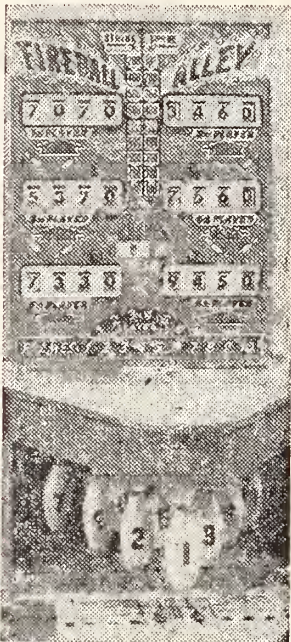
4 MODELS TO CHOOSE FROM:

CHIEF FIREBALL—Convert United games: Royal, non-match; Empire, non-match; Chief, non-match; Fifth Ave., non-match; Leader, match; Imperial, match.

FLASH ALLEY—Convert Chi-Coin games: REELS ONLY: 10th Frame, non-match; Double Bowler, non-match; Triple Bowler, non-match; Advance Bowler, non-match.

PLAYTIME BOWLER—Convert United games: Clover, match; 10th Frame, match; Star, match; Classic, match; Broadway, non-match; Olympic, non-match; Coscade, non-match.

FIREBALL ALLEY—Convert United games: Cascade; 10th Frame, non-match; Super.



JUST LOOK AT THESE FEATURES

- Definitely a Conversion Unit.
- Eye-Catching Flashing Lights Constantly Attract Attention . . . Promote Sales.
- All New Gloss.
- All New Wiring, All New Mechanism.
- 10th Frame Feature Remains Unchanged. Also Applies To Match Score.
- A Top Score 9,600.
- Trouble Free Operation.

Mr. Edelman and staff will gladly furnish their services, when necessary, to set-up conversion units. Write for details.

LIST PRICE FOR SELF-INSTALLATION \$ 74.50
LIST PRICE FOR COMPLETE INSTALLATION \$125.00

See your Distributor, or if there is no Distributor in your territory, then apply for county distributorship.

EDOLITE PRODUCTS (Formerly Edelco Mfg. Co.)
123 CADILLAC SQUARE DETROIT, MICHIGAN
(PHONES: TEmple 2-1498 and WOODward 2-8547)

THE BEST BUYS OF THE YEAR

PINS

GUN CLUB	\$ 85.00
SKYWAY	250.00
C. O. D.	85.00
SCREAMO	150.00
ARMY & NAVY	160.00
LAZY O	89.00
GRAND SLAM	65.00
TWENTY GRAND	49.50
STRUGGLE BUGGIE	95.00
ROUND UP	10.00
SHOO SHOO	19.50
RAG MOP	15.00
NIFTY	15.00
ST. LOUIS	25.00
DREAMY	15.00
CONTROL TOWERS	24.00
CARAVAN	35.00
MINSTREL MAN	25.00
FOUR CORNERS	45.00
QUINTET	79.50
TIMES SQUARE	65.00

GUNS

WILLIAMS SAFARI	\$600.00
WILLIAMS JET FIGHTER	150.00
SEEBURG BEAR GUN	125.00
SEEBURG COON GUN	200.00
GENCO RIFLE GALLERY	325.00
EXHIBIT SHOOTING GALLERY	100.00
UNITED DELUXE JUNGLE	375.00
UNITED CARNIVAL	400.00
GENCO WILD WEST	575.00
EXHIBIT STAR	250.00
EXHIBIT 500	275.00

ARCADE

GENCO BASKETBALL	\$250.00
WILLIAMS WORLD SERIES	40.00

NEW EQUIPMENT

BALLY GAYETY	
WILLIAMS RACE THE CLOCK	
UNITED MANHATTAN	
EALLY BULL'S EYE	
UNITED TRIPLE PLAY	
WILLIAMS WONDERLAND	
UNITED DELUXE DERBY ROLL	
UNITED ALLEY CAPITOL	
GENCO TWO PLAYER	
SKYROCKET GUN	
BALLY GOLD MEDAL ALLEY	
C. C. HOLLYWOOD BOWLER	
UNITED DELUXE VENUS TARGETTE	
UNITED CLIPPER	

W
R
I
T
E

ALLEYS

UNITED DELUXE MARS	\$475.00
UNITED 11TH FRAME	475.00
PLAYTIME BOWLER	275.00
BALLY JET BOWLER	425.00
C. C. CRISS CROSS TARGETTE	450.00
C. C. CRISS CROSS ALLEY	300.00
UNITED BANNER	450.00
UNITED TEAM BOWLER	300.00
UNITED IMPERIAL	325.00
BALLY CHAMPION	350.00
C. C. KING BOWLER	250.00
UNITED LEADER	350.00

MUSIC

AMI-C CONOLITE	\$250.00
AMI-A	125.00
WURLITZER 1250	300.00
AMI D-40	350.00
AMI E120	700.00
SEEBURG 100A	400.00
ROCK-OLA 1438 COMET	600.00
AMI D-40 CONOLITE	400.00
SEEBURG 100C	700.00
WURLITZER 1100	250.00
ROCK-OLA 1436 FIREBALL	325.00

Distributors for ROCK-OLA in
FLORIDA and SOUTHERN GEORGIA

ROSS DISTRIBUTING, INC.

3401 N. W. 36th STREET 90 RIVERSIDE AVENUE
MIAMI, FLORIDA JACKSONVILLE, FLA.
(Tel.: 65-2531) (Tel.: 6-1551)

JOBBERs and DISTRIBUTORs

(LISTED BY STATES)

IOWA

Cedar Rapids
Iowa Music Co., 3402 Mt. Vernon, S.E.

Des Moines
Atlas Music Co., 221 9th St.
Sandler Dist. Co., 110 11th St.
Superior Sales Co., 1337 2nd Ave.

Dubuque
Dubuque Coin Machine Co., 1456 N. Hagen St.

KANSAS

Wichita
United Dist., Inc., 902 W. Second

KENTUCKY

Lexington
Southern Automatic Music Co., Inc., 1535 Delaware Ave.

Louisville
B. B. Novelty Co., Inc., 715 W. Main
H. M. Branson Dist. Co., 811 E. Broadway
Co-Operative Dist. Co., 234 W. Jefferson St.
Ohio Specialty Co., Inc., 539 S. 2nd
Southern Automatic Music Co., Inc., 735 S. Brooks St.
S. L. Stiebel Co., Inc., 635 W. Main St.

LOUISIANA

Gretna
Huey Dist. Co., Inc., 335 Huey P. Long Ave.

New Orleans
Airline Cigarette Service, 3758 Airline Highway
A. M. Amusement Co., 1049 Baronne St.
C. & M. Specialty Co., 832 Camp St.
Crown Novelty Co., Inc., 920 Howard Ave.
Dixie Coin Machine Co., 122 N. Broad St.
The Double A Amuse. Co., 341 N. Galvez St.
F. A. B. Dist. Co., 1019 Baronne St.
General Dist. Co., 1609 Orleans Ave.
Huey Dist. Co., 3760 Airline Highway
Albert Huffine, 3757 Air Line Highway
Lynch & Zander, 832 Baronne St.

New Orleans Novelty Co., 115 Magazine St.
J. H. Peres Dist. Co., 922 Poydras St.
Southern C. M. Exch., 3757 Airline Hw.

Shreveport
Bruce Music & Vend. Service, 1601 Pierre Ave.
Lee's Novelty Co., 1004 Spring St.

Slidell
O. K. Dist. Co., 3000 William Tell St.

MARYLAND

Annapolis
Arundel Amusement Co., 418 Third St.

Baltimore
A. & A. Coin Machine Co., 715 Ensor St.
Chris Novelty Co., 806 St. Paul St.
Double U Sales Corp., 1101 Cathedral St.
East Coast Music Co., 700 S. Hanover St.
Eastern Vend. Sales Co., Inc., 940 Linden Ave.
General Vending Sales Corp., Howard and Biddle Sts.
Hub Enterprises, Inc., 32 S. Charles St.
Roy McGinnis Co., 2011 Maryland Ave.
Musical Sales Co., 140 W. Mt. Royal Ave.
Parkway Machine Corp., 717 Ensor St.
Premier Coin Machine Dist., Inc., 214 S. Howard St.
Wertz Music Supply Co., 119 Light St.
Winters Dist. Co., 1713-15 Harford Ave.

MASSACHUSETTS

Allston
Redd Dist. Co., Inc., 298 Lincoln St.

Boston
Atlas Distributors, 1024 Commonwealth Ave.
Music & Television Corp., 1119 Commonwealth Ave.
Northwestern Sales & Service Co., 1198 Tremont St.
Ben D. Palastrant, 25 Huntington Ave.
Trimount Coin Machine Co., 40 Waltham St.
World Fair, Inc. of Boston, 188 Brighton Ave.

Fall River
Lavoie & Hillman, Inc., 175 East Main St.

Webster
Royal Music Co., 10 Park St.

MICHIGAN

Buchanan
Fabiano Amuse. Co., 208 E. Dewey Ave.

Detroit
Angott Dist. Co., 2616 Puritan Ave.
Brilliant Music Co., 19963 Livernois Ave.
Gay-Coin Distributors, 4866 Woodward Ave.
Lemke Coin Machine Exch., 135 W. Vernor Highway
Miller-Newmark Dist. Co., 5743 Grand River
Music Systems, Inc., 10217 Linwood

Grand Rapids

Brilliant Music Co., 245 N. Division St.
E. & R. Sales Co., 813 College, N. E.
The Miller-Newmark Dist. Co., 42 Fairbanks, N. W.
Wolverine Sales Co., 747 Rutledge, N. E.

Kalamazoo
King-Pin Equipment Co., 826 Mills St.

Lansing
Music Systems, Inc., 1224 Turner

Pontiac
Wolverine Entertainers, Inc., 88 Newberry St.

St. Ignace
Nelson Amuse. Co.

MINNESOTA

Duluth
Twin Ports Sales Co., 226 Lake Ave., So.

Faribault
Gopher Sales Co., 601-603 Central Ave.

Minneapolis
Atlas Sales Co., Inc., 720 S. 4th St.
Lieberman Music Co., 257 Plymouth Ave., N.
S. L. London Music Co., Inc., 2605 Hennepin
Sandler Dist. Co., 405 Plymouth Ave., N.

St. Paul
Automatic Games Supply Co., 302 University Ave.
LaBeau Novelty Sales Co., 1946 University Ave.
Midwest Novelty Sales Co., 777 University Ave.
Mayflower Sales Co., 2218 University Ave.

MISSISSIPPI

Biloxi
United Novelty Co., Inc., 111 W. Division St.

Jackson
Capitol Music Co., 135 E. Amite St.
United Dixie Co., Inc., 106 Minerva St.

MISSOURI

Kansas City
Advance Music Co., 1606 Grand Ave.
Automatic Coin Machine Co., 13 W. Linwood
Central Distributors, 2805 Main St.
Mid-West Dist., 709 Linwood Blvd.
Uni-Con Dist. Co., 3410 Main St.
W. B. Music Co., Inc., 2900 Main St.

St. Louis
Arrow Nov. Co., Inc., 2852 Sidney St.
Brandt Dist. Co., Inc., 1809-11 Olive
Central Dist., 2315 Olive St.
Commercial Dist. Co., 2640 Olive St.
Ideal Novelty Co., 2823 Locust St.
McCall Novelty Co., 3147 Locust St.
Midwest Dist. Co., 2642 Olive St.
J. S. Morris & Sons Novelty Co., 4722 Delmar
Morris Novelty Co., Inc., 3007-09 Olive St.
Reel Dist. Co., 4910 Natural Bridge
Rite-Way Distribs., 3206 Olive St.
J. Rosenfeld Co., 4701 Washington Ave.
W. B. Dist., Inc., 1012 Market St.

Washington
Buescher's Wholesale Co., Coin Machine Div., Main and Elm Sts.

MONTANA

Butte
H. B. Brinck, 825 E. Front St.

Helena
Capitol Music Co., 102 E. 6th Ave.

NEBRASKA

Omaha
Central Music Dist. Co., 1209 Douglas St.
H. Z. Vending & Sales Co., 1205 Douglas St.
Lieberman Music Co., Inc., 809 So. 25th St.

"It's What's in THE CASH BOX That Counts"

America's Most Beautiful Distributing Building



TARAN DISTRIBUTING, INC.

3401 N. W. 36TH STREET, MIAMI, FLA. • 90 RIVERSIDE AVE., JACKSONVILLE, FLA.
(Phones: 65-2531; 65-2532; 65-2533) (Phone: 6-1551)

★ **Unexcelled Service** ★ **Closest Cooperation** ★ **Speediest Delivery** ★ **Lowest Prices** ★

EXCLUSIVE FACTORY DISTRIBUTORS FOR ...

★ **BALLY MANUFACTURING COMPANY** ★ **UNITED MANUFACTURING COMPANY** ★
WILLIAMS MANUFACTURING COMPANY ★ **GENCO MFG. & SALES COMPANY**
★ **ARTHUR H. DUGRENIER, INC.** ★

IT PAYS YOU TO DEAL WITH TARAN DISTRIBUTING, INC. ALL-WAYS!!

JOBBERS and DISTRIBUTORS

(LISTED BY STATES)

NEVADA

Reno

Rex Distrib. Co., 128 E. 2nd St.

NEW JERSEY

Elizabeth

Seacoast Dists., Inc., 1200 North Ave.

Newark

Ajax Dist. Co., 123 W. Runyon St.
Atlantic New York Corp., 772 High St.
Dierickx Vending Co., 107 Cedar Ave.
Irving Morris, Inc., 47 Stanton St.
Runyon Sales Co., 221 Frelinghuysen Ave.

Union City

H. Betti & Sons, Inc., 1706 Manhattan Ave.

NEW MEXICO

Albuquerque

Border-Sunshine Nov. Co., 2919 4th St., N.W.

NEW YORK

Albany

Bilotta Dist. Co., 1226 Broadway
Davis Dist. Co., 1056 Broadway
Odeo, Inc., 100-02 Broadway
Universal Vendors, 788 Broadway

Binghamton

Binghamton Amusement Co., Inc., 221 Main St.

Brooklyn

American Vending Co., 2684 Coney Island Ave.
Herman Dist. Co., Inc., 1505 Coney Island Ave.
Pioneer Vending Service, 461 Sackman St.
J. Schoenbach, 1647 Bedford Ave.
Unecda Vending Service, 166 Clymer St.

Buffalo

Century Distributors, Inc., 1221-23 Main St.

Davis Dist. Corp., 875 Main St.
Sheldon Sales, Inc., 881 Main St.

Elmira

Jov Automatic Phonograph Co., 108 E. Church St.

Glasco

Greco Bros.

Glen Falls

Henry C. Knoblauch & Sons, 51 Warren St.
Witham Enterprises & Asso., 20 Cunningham Ave.

Merrick

Nat'l Novelty Co., 183 E. Merrick Rd.

Newark

Bilotta Dist. Co., 224 N. Main

New York

Albert Simon, Inc., 587 Tenth Ave.
Atlantic New York Corp., 583 Tenth Ave.
Koepfel Dist. Co., 629 Tenth Ave.
Dave Lowy & Co., 592 Tenth Ave.
Mike Munves Corp., 577 Tenth Ave.
National Amuse. Co., 585 Tenth Ave.
Northwestern Sales & Service Co., 446 W. 36th St.
Runyon Sales Co., 593 Tenth Ave.
Seaboard New York Corp., 583 Tenth Ave.
Seacoast Dist. Co., 594 Tenth Ave.
Simon Sales, Inc., 631 Tenth Ave.
West Side Dist. Corp., 612 Tenth Ave.
Young Dist., Inc., 599 Tenth Ave.

Poughkeepsie

Square Amusement Co., 88 Main St.

Rochester

Davis Dist. Corp., 317 Alexander St.
Kertman Sales Corp., 555 Clinton Ave., N.
Flower City Amuse. Co., 620 Main St., E.

Schenectady

Mohawk Skill Games Co., 67 Swaggertown Rd.

Syracuse

Albert Simon Syracuse Corp., 602 N. State St.
Baile Dist. Co., 647 So. West St.
Davis Dist. Corp., 738 Erie Blvd., E.

Globe Dist. Co., 602 Butternut St.
Rex C. M. Dist. Co., 821 S. Salina St.
Sheldon Sales Syracuse Corp., 1626 No. Salina St.

NORTH CAROLINA

Charlotte

Brady Dist. Co., 522 E. Trade St.
LeStourgeon Dist. Co., Inc., 2828 South Blvd.
Music Distrib., Inc., 801 S. Cedar St.

Durham

Steel Music Co., 218 E. Parrish St.

Fayetteville

Music Dists., Inc., 213 Franklin St.

Greensboro

W. R. Deaton, 2204 W. Market St.

Raleigh

Bishop Music Co., 117-19 E. Morgan St.

OHIO

Bridgeport

Automatic Music Co., 703 Main St.

Eysville

V. Yontz Sales Co.

Canton

Stark Novelty Co., 2429 7th N. W.

Cincinnati

Globe Games Co., 1230 Walnut St.
Marmer Dist. Co., 1519 Central Parkway
Ohio Specialty Co., 29 W. Court St.
Royal Dist. Co., 3726 Kessen Ave.
Shaffer Music Co., 1200 Walnut St.
Sicking, Inc., 1401 Central Parkway
Southern Automatic Music Co., Inc., 1000 Broadway
T & L Dist. Co., 1663 Central Parkway
Westerhaus Corp., 3726 Kessen Ave.

Cleveland

L. H. Cantor, Inc., 11219 Superior Ave.
Cleveland Coin Machine Exch., Inc., 2029 Prospect Ave.
Lake City Amusement Co., 4533 Payne Ave.
Lief Music Dist. Co., 1640 Payne Ave.
The Markepp Co., 4310 Carnegie Ave.
Monroe Coin Machine Dists., Inc., 2423 Payne Ave.
Music Systems, Inc., 2600 Euclid Ave.
Northern Music, Inc., 2006 Prospect Ave.

Columbus

Central Ohio Coin Machine Exch., 525 S. High St.
Shaffer Music Co., 849 N. High St.
University C. M. Exch., 858 N. High St.

Portsmouth

K. T. Enterprises, 514 Second St.

Toledo

Cleveland C. M. Exch., Inc., 1827 Adams St.
Music Systems, Inc., 1302 Jackson Ave.
Toledo Coin Machine Exch., 814 Summit St.

Youngstown

Music Vend. Corp. of Eastern Ohio, 5534 Mahoning Ave.

OKLAHOMA

Oklahoma City

Atkins Music Co., 233 S. W. 29th St.
Boyle Amusement Co., 522 N. W. Third St.
Copeland Dists., Inc., 900 N. Western
Culp Dist. Co., Inc., 614 W. Grand
Dickson Dist. Co., 631 W. California Ave.
H. W. Dolph Dist. Co., 625 N. Broadway
Rice Music Co., 24 W. California

Tulsa

H. W. Dolph Dist. Co., 2239 E. 6th St.
Wilson Distrib. Co., 16 N. Main St.

OREGON

Portland

Dunis Dist. Co., 1003 S. W. Front St.
R. F. Jones Co., 1200 S. E. Morrison
Welsh Music Co., 321 S. E. Hawthorne
Western Dists., 1226 S. W. 16th St.

"It's What's in THE CASH BOX That Counts"

Congratulations to The Cash Box

The finest magazine for our business
the industry has ever had, on your

13th Anniversary



Al Bergman
Al Bergman, Jr.
Roy Bergman

SHELDON SALES, INC.

881 MAIN ST.

BUFFALO, N. Y.

— AND OUR NEW OFFICES —

SHELDON SALES OF SYRACUSE CORP.

1626 N. SALINA ST.

SYRACUSE, N. Y.

FRED IVERSON, Manager

IN MINNESOTA

FOR GAMES, PARTS, SUPPLIES, RECORDS,
AUTOMATIC PHONOS AND ACCESSORIES

FIRST SEE . . .

LA BEAU NOVELTY SALES CO.

EXCLUSIVE ROCK-OLA FACTORY DISTRIBUTORS FOR MINNE-
SOTA, NORTH AND SOUTH DAKOTA AND NORTHWESTERN
WISCONSIN

1946 UNIVERSITY AVE., ST. PAUL 4, MINN.

Congratulations On Your 13th Anniversary

FROM ALL OF US AT

J. H. KEENEY & CO., INC.

CHICAGO

JOBBER & DISTRIBUTORS

(LISTED BY STATES)

PENNSYLVANIA

Erie

Mickey Anderson, 314 E. 11th St.

Lansdowne

Roy Torr, 30 Runnemed Ave.

Moosic

Sterling Service, Rocky Glen Park

Philadelphia

Active Amusement Machine Co., 666 N. Broad St.

Atlantic Pa. Corp., 334 N. Broad St.

Banner Specialty Co., 199 W. Girard Ave.

Block Marble Co., 1425 N. Broad St.

Central Vend. Mach. Ser. Co., 3967 Parrish St.

General Coin Machine Co., 929 Spring Garden St.

International Amuse. Co., 1423 Spring Garden St.

Lehigh Specialty Co., 826 N. Broad St.

Phila. Coin Machine Exch., Inc., 844 N. Broad St.

Rake Coin Machine Exch., 609 Spring Garden St.

David Rosen, Inc., 855 N. Broad St.

Scott-Crosse Co., 1423 Spring Garden St.

S & K Dist. Co., 808 N. Broad St.

Veeco Sales Co., 2124 Market St.

Pittsburgh

Atlas Novelty Co., 2217-2219 Fifth Ave.

Banner Specialty Co., 1508 Fifth Ave.

Coin Machine Dist. Co., 500 N. Craig St.

B. D. Lazar Co., 1635 Fifth Ave.

Music Dist. Co., 2001 Fifth Ave.

Oak Sales Co., 2033 Fifth Ave.

Pittsburgh Coin Machine Exch., 2203 Fifth Ave.

Wilkes-Barre

Roth Novelty Co., 54 N. Pennsylvania Ave.

Williamsport

Williamsport Electronics and Television Co., 233-35 W. Third St.

SOUTH CAROLINA

Columbia

Friedman Amuse. Co., Inc., 2007 Main St.

T. B. Holliday Co., 625 Main St.

Peach State Music Co.

Sparks Specialty Co., 2608 Main St.

Darlington

Darlington Music Co., 132 N. Main St.

Greenwood

Greenwood Music Co., 220 N. Main St.

TENNESSEE

Chattanooga

Chattanooga C. M. Co., 1806 Rossville Ave.

Dixie Amusement Co., 912 Houston St.

Sadikoff Sales Co., 142 No. Market St.

Shearer Amusement Co., 140 N. Market St.

Johnson City

Coin AntiMusic Co., 241 W. Main St.

Memphis

S. & M. Sales Co., 1074 Union Ave.

Sammons-Pennington Co., 1049 Union Ave.

Southern Amusement Co., 628 Madison Ave.

Williams Dist. Co., 1117 Union Ave.

Nashville

Hermitage Music Co., 74 Lafayette St.

Parker Dist. Co., 311 Eighth Ave. S.

Rock City Amuse. Co., 108 Lafayette St.

Sanders Dist. Co., 415 Fourth Ave. S.

S. L. Stiebel Co., 313 7th Ave., S.

Frank Swartz Sales Co., 515-A Fourth Ave., S.

TEXAS

Dallas

Ed Brown, Inc., 2808 McKinney

Commercial Music Co., 1550 Edison

General Dist. Co., 2814 Main St.

S. H. Lynch & Co., 2900 Gaston Ave.

National Sales & Dist. Co., 416 S. St. Paul

State Music Dist., 3100 Main St.

Walbox Distrib. Co., 3909 Main St.

Fort Worth

Fort Worth Amusement Co., 2427 Forest Park Blvd.

Galveston

Galveston Nov. Co., 2005 23rd St.

Houston

Amusement Equip. Sales Co., P. O. Box 11173

S. H. Lynch & Co., 910 Calhoun St.

Phono Vend of Houston, 1408 Jefferson St.

Steele Dist. Co., Inc., 3300 Louisiana St.

R. Warncke Co., 3445 Leeland Ave.

Mineral Wells

Wallace Dist. Co., 205 N. E. First Ave.

San Antonio

Commercial Music Co., Inc., 1415 So. Flores St.

S. H. Lynch & Co., 414 Dolorosa

Pan American Sales Co., Inc., 323 S. Alamo

Phono-Vend of Texas, 1023 Basse Rd.

United Amuse. Co., 430 N. Main St.

R. Warncke Co., 121 Navarro Ave.

UTAH

Provo

Knudsen Music Co., Inc., 287 North 3E

Salt Lake City

R. E. Jones Co., 127 E. Second St.

Dan Stewart Co., 140 E. Second South St.

Stewart Nov. Co., 2200 Oneida St.

Western States Dists., 177 E. 2nd So. St.

VIRGINIA

Bristol

Roanoke Vend. Mach. Exch., Inc., 63 Commonwealth Ave.

Portsmouth

O'Connor Vending Machine Co., 400 Water St.

Richmond

Musical Sales Co., 415 W. Broad St.

O'Connor Vending Machine Co., 2318 W. Main St.

Roanoke Vend. Mach. Exch., Inc., 4930 W. Broad St.

Wertz Music Supply Co., 1013 E. Cary St.

WASHINGTON

Seattle

Dunis Dist. Co., 100 Elliott St., W.

R. F. Jones Co., 2600 Second Ave.

Northwest Sales Co., 3150 Elliott Ave.

Puget Sound Novelty Co., 114 Elliott Ave., W.

Western Dists., 3126 Elliott Ave.

Spokane

Dunis Dist. Co., West 906 W. Second Ave.

System Amuse. Co., 810 2nd Ave., W.

Tacoma

Stanley Amusement Co., 1523 Broadway

WEST VIRGINIA

Charleston

Cruze Dist. Co., Inc., 105 Virginia St., W.

Roanoke Vend. Mach. Ex., 118 W. Washing-

ton St.

Fairmont

Mid State Dist. of W. Va., 1122 Fairmont'

Martinsburg

Hutzler Vend. Mach. Co., 900 Winchester Ave.

Wheeling

Allan Sales, Inc., 928 Market St.

Tri-State Amusement, 149 18th St.

Wheeling Coin Machine Exch., 2916 Eoff

WISCONSIN

Beloit

Dan Savage Nov. Co., 940 Elm

Green Bay

Bookmeier Sales Co., 148 So. Chestnut St.

Feef Coin Mach. Exch., 1664 Morrow St.

Union Sales Co., 409 N. Adams St.

Milwaukee

Badger Novelty Co., 2546 N. 30th St.

General Novelty Co., 521 N. 16th St.

Hastings Dist. Co., 6100 W. Bluemound Rd.

S. L. London Music Co., Inc., 3130 W. Lisbon Ave.

Mitchell Novelty Co., 3506 W. National Ave.

Paster Dist. Co., 2606 W. Fond du lac.

United, Inc., 4227 W. Vliet St.

Sheboygan

Anthony Hirt, 2420 No. 8th St.

NOTICE

JOBBER & DISTRIBUTORS

If your name has not been included in these lists, the omission is unintentional. If you will notify us, we shall list it in the next issue.

THE CASH BOX

26 West 47th Street, New York 36, N. Y.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 24, 1955)

A	BERSHIN, PAUL Los Angeles, Calif.	BUSH, TED Miami, Fla.	CRABTREE, CHAPIN Edinburg, Ind.
ABRAHAM, JOS. Cleveland, O.	BERSON, DAVID Harrisburg, Pa.	BUSHDID, MICHAEL Washington, D. C.	CRESWELL, H. C. Milan, Tenn.
ADAMS, EDWARD Elizabeth, N. J.	BERUBE, ANTHONY Hartford, Conn.	BUTLER, RAYMOND B. Haverhill, Mass.	CRESWELL, H. C., JR. Milan, Tenn.
ADKINS, CHARLES E. Parkersburg, W. Va.	BESS, JACK G. Roanoke, Va.	BYBER, (GENE) E. C. San Antonio, Texas	CRESWELL, N. J. Los Angeles, Calif.
ALCORN, GEO. W., JR. Baltimore 2, Md.	BETTI, EDWARD Union City, N. J.	BYE, BILL Kansas City, Kans.	CROWE, H. M. Houston, Texas
ALCOTT, N. E. (BERT) Abilene, Texas	BETTI, HUMBERT Union City, N. J.	C	D
ALDERSON, ANDREW J. Kansas City 3, Kan.	BETZ, WILLIAM St. Louis, Mo.	CALE, EARL Glendale, Calif.	DADDIS, ART Palm Beach, Fla.
ALEXANDER, ELIAS Youngstown, O.	BIEDERMAN, HORACE Washington, D. C.	CAMP, CLARENCE Memphis, Tenn.	DADDIS, GENE Pequannock, N. J.
ALEXANDER, JOSEPH Youngstown, O.	BIERNAT, ANTHONY J. Kenosha, Wisc.	CANNON, FRANK Americus, Ga.	DAUL, HARRY Green Bay, Wis.
ALEXANDER, N. Youngstown, O.	BILOTTA, JOHN Newark, N. Y.	CARLYLE, ROBERT Grand Rapids, Mich.	DAILY, HAROLD W. Houston 8, Tex.
ALLBRITTEN, V. N. Murray, Ky.	BLALOCK, FLETCHER New Orleans, La.	CARPENTER, RUSS Chester, N. Y.	DAVIDSON, BERT B. Chicago, Ill.
ALLEN, JAMES Grand Rapids, Mich.	BLATT, BURTON Miami, Fla.	CARRACI, JOE Galveston, Texas	DAVIDSON, FRANK W. Spooner, Wis.
ALLEN, NATHAN Birmingham, Ala.	BLATT, THEODORE Brooklyn, N. Y.	CARROLL, ELEANOR, HARRISON MeKees Rocks, Pa.	DAVIES, H. W. St. Louis, Mo.
ALLOWAY, CHARLES Orange, Tex.	BLATT, WILLIAM Miami, Fla.	CARSLEY, GEORGE Montreal, Canada	DAVIS, ARTHUR Knoxville, Tenn.
ALLUVOT, FRANK Detroit, Mich.	BLENDOW, AL Brooklyn, N. Y.	CASHION, E. H. Nashville, Tenn.	DAVIS, E. T., JR. Atlanta, Ga.
AMBROSE, DOMINIC Patchogue, L.I., N.Y.	BLUM, M. Y. Wichita, Kan.	CASIMIR, CASS Hommond, Ind.	DAVIS, W. H. Nashville, Tenn.
ANDERSON, MICKEY Erie, Pa.	BLUMENFELD, IRVIN Baltimore, Md.	CASOLA, LOU Rockford, Ill.	DECKER, F. H. Fond du Lac, Wis.
ANDERSON, OTIS Portland, Ore.	BOASBERG, LOUIS New Orleans, La.	CASSINELLI, A. B. Little Rock, Ark.	DELAPORE, ANGELO Syracuse, N. Y.
ANDRE, E. PAUL Lansing, Mich.	BODKIN, AL Forest Hills, L.I., N.Y.	CATE, CLIFFORD Baltimore 2, Md.	DePRIEST, BOB Dallas, Tex.
ANGOTT, CARL Detroit, Mich.	BOLLES, WILLIAM P. Chicago 32, Ill.	CATE, LEW Baltimore 2, Md.	DEL SIGNORE, G. J. Fort Edward, N. Y.
ARENA, JOHNNY J. B. Galveston, Texas	BOND, DAVID Boston, Mass.	CATE, RONALD Baltimore 2, Md.	DE MARE, JAMES Highland, Ulster County, N. Y.
ARNSBERG, HARRY Portland, Ore.	BOOKMEIER, C. G. Green Bay, Wisc.	ROY A. CATES Lexington Park, Md.	DENVER, ALBERT Brooklyn, N. Y.
ARONSON, CHARLES Brooklyn, N. Y.	BOSCHE, W. E. Raton, N. M.	CHAPMAN, ABE Los Angeles, Calif.	DE'OLINE, MAURICE Brenheim, Texas
ASH, JOSEPH Philadelphia, Pa.	BOUNDS, JIMMIE Mexico, Texas	CHARLE, C. S. Springfield, Mo.	DE SELM, BILL Chicago, Ill.
ATKINS, M. B. Oklahoma City, Okla.	BOWEN, CARL Grand Rapids, Mich.	CHRISTIAN (DOC) T. K. Fort Worth, Texas	DICHTER, SAMUEL S. Ft. Wayne, Ind.
ATOL, PHILIP J. Cleveland, Ohio	BOYD, LESLIE C. New York, N. Y.	CHRISTOPHER, VIRGIL Baltimore, Md.	DICICCO, DICK Yonkers, N. Y.
B	BOYNTON, MARSHALL Benton Harbor, Mich.	CISEK, STEPHEN Chicago, Ill.	DICKENS, TEX Magnolia, Ark.
BACHMAN, C. F. North Bend, Neb.	BRADISH, JOSEPH Freeland, Pa.	CLARK, SAM W. Benton Harbor, Mich.	DINWIDDIE, C. P. Atlanta, Ga.
BADER, CLARENCE Hialeah, Fla.	BRAGG, R. C. Danville, Va.	CLEER, CLARENCE A. Fort Worth, Texas	DI PALMA, CHARLES Steubenville, Ohio
BARRETT, S. Oklahoma City, Okla.	BRANDT, PETE St. Louis, Mo.	CLEMENS, JOHN Cronston, R. I.	DISTEL, J. A. Portsmouth, Ohio
BATES, M. R. Meridian, Miss.	BRANSON, HY Louisville 4, Ky.	CLYDE, TAYLOR Brunswick, Ga.	DIXON, LEO Youngstown, Ohio
BAILEY, BILL Stockton, Calif.	BRAY, VINCENT J. Miami, Fla.	COBB, M. WALTER St. Joseph, Mo.	DIXON, LEO R., JR. Youngstown, Ohio
BAILIE, CLIFF F. Syracuse, N. Y.	BREITENSTEIN, CHAS. Chicago, Ill.	COHEN, AL S. Newark, N. J.	DIXON, NORMAN J. Youngstown, Ohio
BAKER, CHARLES Pine Bluff, Ark.	BREITHER, ROBERT Chicago, Ill.	COHEN, JACK Cleveland, Ohio	DIXON, S. H. Johnson City, Tenn.
BARBER, FRED Dallas, Tex.	BRILLIANT, JOSEPH Detroit, Mich.	COHEN, MRS. SAM Atlanta, Ga.	DODRON, AL Urbana, Ohio
BARBOUR, RAY W. Danville, Va.	BROADBENT, JOE Anchorage, Alaska	COHN, NAT New York, N. Y.	DODSON, W. RUSS Powell, Ohio
BARD, ROBERT Los Angeles, Calif.	BROMLEY, MARTIN J. Honolulu, Hawaii	COLBERT, MASON L. Nebraska City, Neb.	DOLINS, AL Boston, Mass.
BARNES, LEONARD J. Selma, Ala.	BROWER, O. A. "REP" Aberdeen, Wash.	COLUCCI, JOHN S. Waterbury, Conn.	DOLPH, H. W. Tulsa, Okla.
BARRON, JERRY San Mateo, Calif.	BROWN, WINTON McMinnville, Tenn.	COLUCCI, RALPH Hartford, Conn.	DORSCH, ANTHONY Chicago, Ill.
BASSAN, ALBERT C. Wellsville, N. Y.	BRUINGTON, E. J. Onamia, Minn.	CONNORS, JOSEPH Long Island, N. Y.	DOWNEY, MAX Lafayette, Ind.
BEAN, T. W. Denver 5, Colorado	BUCHER, T. D., SR. Carbondale, Ill.	COOPER, PHILIP N. Baltimore 7, Md.	DOYLE, FRANK Q. Chicago, Ill.
BECHER, GEORGE L. Canton 3, Ohio	BUCHER, T. D., JR. Carbondale, Ill.	CORMNEY, K. A. Richmond, Ky.	DOWNING, BILL Fresno, Calif.
BECKER, BEN Brooklyn, N. Y.	BUCKLEY, LOUIS Nashville, Tenn.	CORNELIUS, M. T. Abilene, Texas	DROLLINGER, HARRY Dallas, Texas
BELLETINI, BOVIO Gallgate, Okla.	BUCKLEY, PATRICK J. Chicago, Ill.	CORRISTEN, EDDIE Cliffside Park, N. J.	DURAND, A. L. Green Bay, Wisc.
BENNETT, PAUL Chicago, Ill.	BUCKLEY, ROBERT New Orleans, La.	COULTER, ALBERT Worcester, Mass.	DURANT, LYN Chicago, Ill.
BENSKY, NAT Peekskill, N. Y.	BULLOCK, JOHN Lock Sheldrake, N.Y.	COWLISHAW, C. L. Mobile, Ala.	
BERGMAN, ALFRED Buffalo, N. Y.	BUNCH, JOE Chattanooga, Tenn.	COX, J. D. San Francisco, Calif.	
BERGQUIST, GEO. W. Ironwood, Mich.	BURKE, PALMER F. Youngstown, Ohio		
BERMANN, N. H. Casablanca, Fr. Mor.	BURKE, WILLIAM J. Baltimore, Md.		
BERN, DEL Fresno, Calif.	BURT, H. F. Chicago, Ill.		

Congratulations

On Your

13th Anniversary

Si Wolfe

EXCLUSIVE FACTORY DISTRIBUTOR FOR

J. P. SEEBURG CORP.

IN FLORIDA AND ALABAMA

WOLFE DISTRIBUTING CO.

459 RIVERSIDE AVE.
JACKSONVILLE, FLA.★ 2217 SIXTH AVE., SOUTH
BIRMINGHAM, ALABAMA

Congratulations to CASH BOX from (ASCME)

ALL STATE COIN MACHINE EXCHANGE

2317 NORTH WESTERN AVENUE
CHICAGO 47, ILLINOIS

BEFORE YOU BUY YOUR NEXT GAME WRITE—WIRE—PHONE

NICK CARBAJAL CROWN NOVELTY CO.

920 HOWARD AVE., NEW ORLEANS, LA.

(All Phones: CAnal 7137)

CONGRATULATIONS BILL GERSH *and* CASH BOX

*. . . . In warm appreciation of
our association during the past years
and with all good wishes for
your continued success.*



1725 WEST DIVERSEY BOULEVARD

CHICAGO 14, ILLINOIS

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 24, 1955)

KIRBY, HOUSTON, M. Bowling Green, Ky.	LA MASKIN, FRANK Chicago, Ill.	LEVEY, WILLIAM Miami Beach, Fla.	M	MCCORMACK, JACK Elizabeth, N. J.	MILLER, HAROLD Cedar Falls, Iowa	MOSBY, J. E. Austin 2, Tex.	O
KIRSCHENBAUM IRV. New York, N. Y.	LAMBERT, H. H. Auburn, Ala.	LEVIN, ED E. Chicago, Ill.	MABS, HARRY J. Chicago, Ill.	MCCORMICK, DAVID Goldsboro, N. C.	MILLER, SAM L. Bowling Green, Ky.	MULLIGAN, JACK Sharon, Pa.	O'BRIEN, JOHN Chicago, Ill.
KLEIN, MAX Yonkers, N. Y.	LAMBERT, TOM Dallas, Texas	LEVINE, D. E. Hattiesburg, Miss.	MACKLER, MR. Hartford, Conn.	MCCORMICK, JR., J. G. Goldsboro, N. C.	MILLER SAMUEL W. Archbald, Ohio	MULLINIX, JR., O. J. Savannah, Ga.	O'CONNOR, KEN Richmond, Va.
KLERSEY, GEORGE F. Grand Rapids, Mich.	LANDT, LESLIE A. Chicago, Ill.	LEVINE, MAX Brooklyn, N. Y.	MALLEK, SAM Montreal, Que., Can.	MCCORMICK, J. W. Chambersburg, Pa.	MILLER, WILLIAM C. Plant City, Fla.	MUNVES, JOE New York, N. Y.	ODDER, TAFT E. Slidell, La.
KNIERIEM, GUS Cumberland, Md.	LANGLEY, RAY Dallas, Tex.	LEVINE, SIDNEY New York, N. Y.	MANGAN, JAMES T. Chicago, Ill.	McCULLUM, W. W. Dallas, Texas	MILLS, MRS. GEORGE Huntington, W. Va.	MUNVES, MIKE New York, N. Y.	ODEN, GENE San Antonio, Texas
KNOBlauch, HENRY C. Glen Falls, N. Y.	LAPORTER, AL Ottawa, Ont., Can.	LEVY, AL Dayton, Ohio	MANGONE, JOE Miami, Fla.	McDONALD, BEN Ft. Worth, Tex.	MINTHORNE, DOLORES Los Angeles, Calif.		OETTINGER, HERB. L. Chicago, Ill.
KOCHANSKY, JOE Brooklyn, N. Y.	LATOWSKI, JOE Chicago, Ill.	LIBBEY, JR., THOMAS Haverhill, Mass.	MAPES, ED San Francisco, Calif.	McGINNIS, ROY Chicago, Ill.	MINTHORNE, JEAN Los Angeles, Calif.	N	OLSHEIN, JULES Albany, N. Y.
KOEPEL, HARRY New York, N. Y.	LA VENE, JOE P. Clarksdale, Miss.	LICHTMAN, CHARLES New York, N. Y.	MARCH, HAL L. Brattleboro, Vt.	McILHENNY, JOHN A. Winthrop, Mass.	MISHELOW, ROBERT Hempstead, L.I., N.Y.	NACLERIO, JOSEPH J. Waterbury, Conn.	ORENSTEIN, SAMUEL Providence, R. I.
KOEPEL, HYMIE New York, N. Y.	LA VIEZ, HIRSH de Washington, D. C.	LIEBERMAN, HAROLD Minneapolis, Minn.	MARDER, MORRIS Miami Beach, Fla.	McKEE, A. J. Columbia, Tenn.	MISSLER, CHARLES M. Baltimore, Md.	NAGLER, MILTON New York, N. Y.	ORLECK, JOE New York, N. Y.
KOLITZOFF, STANLEY Tacoma, Wash.	LAYOIE, ARTHUR Fall River, Mass.	LIEBOWITZ, MARVIN New York, N. Y.	MARKLIN, JOHN Detroit, Mich.	McKEE, C. R. Grand Island, Neb.	MITCHELL, A. J. Hartford, Conn.	NELSON, JACK Chicago, Ill.	OSBURN, DREW V. Fort Worth, Texas
KONWINSKI, LEO Iron River, Mich.	LAYMON, LUCILLE Los Angeles, Calif.	LIEDEKER, MORRIS, SR. Corpus Christi, Tex.	MARMER, WILLIAM Cincinnati, Ohio	McKELLER, TILMON Hattiesburg, Miss.	MITCHELL, A. J. Queens Village, W. Va.	NEMIROW, MR. Hartford, Conn.	OSBURN, W. J., 'PETE' Modesto, Calif.
KOREN, LOU Miami Beach, Fla.	LAYMON, PAUL Los Angeles, Calif.	LIMA, JOHN No. Little Rock, Ark.	MARON, CHARLES Bridgeport, Ohio	McKELVEY, E. S. Edwardsville, Ill.	MITNICK, JACK New York, N. Y.	NEW, GEORGE L. Hobbs, N. M.	OSTRANDER, JOHN Baltimore, Md.
KRAUTER, ERNEST Maplewood, N. J.	LAZZARESCI, ANDY Stockton, Calif.	LIVINGSTON, JERRY Beverly Hills, Calif.	MARTIN, BRYCE Chickasha, Okla.	McLAIN, WILLIAM A. Los Angeles, Calif.	MITTLEBERG, SIDNEY Elizabeth, N. J.	NEWCOMB, HOWARD Oklahoma City, Okla.	OWEN, DAVE Box 84, Monticello, Ind.
KRESBERG, SAMUEL New York, N. Y.	LeBLUE, MRS. DOROTHY Lake Charles, La.	LONDON, SAM Milwaukee, Wis.	MARTIN, RAY CARL Omro, Wisc.	McCREARY, W. D. Youngstown 7, Ohio	MITTLEMAN, SIDNEY Elizabeth, N. J.	NIELSON, SIDNEY E. Shreveport, La.	P
KROPP, A. L., Sr. Tuscaloosa, Ala.	LEITGEB, RUDY Cliffside Park, N. J.	LOOSIER, W. B. Decatur, Ala.	MARTIN, WARRICK N. Miami, Fla.	MEALE, MAXINE R. Cincinnati, O.	MOHILL, JULIUS Chicago, Ill.	NIGRO, ANTHONY Huntington Station, L. I., N. Y.	PAIGE, ALVORD J. Flint 5, Mich.
KROPP, A. L., MRS. Tuscaloosa, Ala.	LEMKE, HENRY Detroit, Mich.	LOTT, T. E. Dallas 8, Tex.	MARVEL, BILL Poplar Bluff, Mo.	MELVIN, ROY S. Florence, S. C.	MOLONEY, RAY T. Chicago, Ill.	NIGRO, CARMINE Huntington Station, L. I., N. Y.	PALASTRANT, BEN D. Boston, Mass.
KULOW, KEN Milwaukee, Wisc.	LERA, O. J. Galveston, Texas	LOUDON, L. A. Galesburg, Ill.	MASON, ALBERT St. Louis, Mo.	MIDED, SAM H. Chicago 49, Ill.	MONTICELLO, TONY A. Lake Charles, La.	NIGRO, MUNZIE J. Huntington Station, L. I., N. Y.	PALMER, EARL F. Chicago, Ill.
KYNION, CLARENCE St. Louis, Mo.	LESCHIN, MURRAY L. I. C., N. Y.	LUCAS, VICTOR J. Chicago, Ill.	MASON, PHIL Washington, D. C.	MILES, FRANK Danville, Ill.	MONTGOMERY, EARL Memphis, Tenn.	NOMDEN, SR., JACOB Oak Park, Ill.	PARKER, S. J. Nashville, Tenn.
L	LESNICK, MAC Baltimore, Md	LUKER, D. (DUKE) Miami, Florida	MASTERS, JOHN L., JR. Kansas City, Mo.	MILLER, BILL L. Grand Rapids, Mich.	MOODY, T. W. Houston, Texas	NORMAN, BOB Miami, Fla.	PARKOFF, MEYER New York, N. Y.
LA BEAU, ARCHIE St. Paul, Minn.	LESSER, NAT New London, Conn.	LYNCH, SI Dallas, Tex.	MATTHEWS, L. E. Nashville, Tenn.	MILLER, FRANK Irvine, Ky.	MOREY, WARREN W. Little Rock, Ark.	NOTO, CARL San Francisco, Calif.	PASSANANTE, JAS. A. Detroit, Mich.
LAMAMNA, GUS New Orleans, La.	LEUENHAGEN, WM. H. Los Angeles, Calif.	LYNN, HARVEY O. Evansville, Ind.	McCALL, ANDY St. Louis, Mo.	MILLER, GEORGE A. Oakland, Calif.	MORRIS, IRVING Newark, N. J.	NOTO, JOE San Francisco, Calif.	PATTON, FRED Jacksonville, Fla.

"It's What's in THE CASH BOX That Counts"

Congratulations

"Cash Box"

On Your 13th Anniversary

from

All of Us

at

WALBOX DISTRIBUTING Co.

3909 MAIN STREET

DALLAS, TEXAS

Distributors for

BALLY • GENCO • EXHIBIT

Congratulations On Your 13th Anniversary

★
EXCLUSIVE DISTRIBUTORS FOR

J. P. SEEBURG CORP.

For WISCONSIN, MINNESOTA, UPPER MICHIGAN,
NORTH DAKOTA, SOUTH DAKOTA

S. L. Londen Music Co., Inc.

3130 WEST LISBON AVENUE
MILWAUKEE 8, WISC.
DIVISION 4-3220



2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.
PLEASANT 4453

HURRAY FOR 10c PLAY!

Our Sincerest Congratulations to The
Cash Box for Showing the
Way with 10c Play!!

Joe Steele — Elvin Ainsworth

STEELE DISTRIBUTING CO.

3300 LOUISIANA STREET

HOUSTON, TEXAS

(Phone: JAcson 3-8101)

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 24, 1955)

PAULSON, LARRY
Grand Rapids, Mich.

PEARLMAN, IRVING
Cleveland, Ohio

PEARLMAN, LOUIS
Cleveland, Ohio

PEARLMAN, NATE
Cleveland, Ohio

PEDDICORD, CHARLES
Buena Park, Calif.

PELL, FRANK M.
Orlando, Fla.

PELLETTER, RALPH S.
Silver Creek, N. Y.

PEPPLE, RON W.
Seattle 1, Wash.

PERKINS, HERBERT J.
Chicago 18, Ill.

PERLMAN, MAC
Hartford, Conn.

PETERFESA, VICTOR
New York, N. Y.

PETERSON, E. E.
San Diego 4, Calif.

PETROCINE, EDMUND
Miami, Fla.

PHELPS, EUGENE S.
Midvale, Utah

PHILIPS, LOUIS
New Orleans, La.

PHILLIPS, MACK F.
Garber, Okla.

PIER, JOSEPH
Biloxi, Miss.

PIERCE, C. S.
Brodhead, Wisc.

PIERCE, MRS. MARIE
Brodhead, Wisc.

PIEARSON, "IKE"
Mobridge, S. Dak.

PIETERS, J. R. "PETE"
Kalamazoo, Mich.

PINTO, MORRIS
Houston, Texas

PIZANTE, ASHER R.
Vallejo, Calif.

POLLAK, SEYMOUR
No. Tarrytown, N. Y.

PONSER, GEORGE
New York, N. Y.

POOLE, HARRY
Boston, Mass.

PORTA, CHARLES L.
Pittsburgh, Pa.

PORTER, JESSIE ODIS
Jackson, Tenn.

POTTER, CLARENCE E.
O'Neill, Nebr.

POWER, WILLIAM
Mobridge, S. Dak.

PUTMAN, WALTER
Knoxville, Tenn.

PRICE, DUEL R.
Italy, Tex.

PRIOR, HOMER F.
Cedar Falls, Ia.

PROCK, GEORGE
Dallas, Tex.

PROTIN, EMILE L.
Detroit, Mich.

Q

QUEEN, JAMES
Mattoon, Illinois

R

RABKIN, WILLIAM
L. I. C., N. Y.

RADE, ALFRED
New Brunswick, N. J.

RADFORD, B. M.
Louisville, Ky.

RAIFFE, SEYMOUR C.
St. Louis, Mo.

RAMSDALL, RUSS G.
Linthicum, Md.

RAVBREY, ED
Boston, Mass.

RAVBREY, JACOB S.
Allston 34, Mass.

RECHTSCHAFFER, ABE
Hartford, Conn.

REDD, SI
Allston, Mass.

REID, LeBARON A.
Moncton, New
Brunswick, Canada

REISSNER, CHARLES
Elizabeth, N. J.

RESNICK, IZZY
Hartford, Conn.

RESNICK, MAX
West Hartford, Conn.

RICHARDSON, JAMES
Clarksville, Tenn.

RIDGEWAY, RALPH H.
Springfield, Mass.

RIECK, LESTER C.
Chicago, Ill.

RIEHL, RAY E.
Chicago 18, Ill.

RINCKER, CHARLIE
Dallas, Tex.

RISHOR, C. M.
Peterborough,
Ont., Can.

ROBERTS, ART
Springfield, Mo.

ROBERTS, H. T.
Chicago, Illinois

ROBERTSON, GEORGE
Dallas, Texas

ROBILLARD, JIMMY
Montreal, Que., Can.

ROBINSON, CHAS. A.
Los Angeles, Calif.

ROBINSON, CHET
Jacksonville, Fla.

ROBINSON, JAMES
Baltimore 2, Md.

ROBINSON, PHIL
Los Angeles, Calif.

ROCKOLA, DAVID C.
Chicago, Ill.

RODINS, BEN
Miami Beach, Fla.

ROOD, RON W.
Orlando, Fla.

ROSE, H. W.
Columbus, O.

ROSE, R. D.
Marietta, O.

ROSEN, DAVID
Philadelphia, Pa.

ROSEN, HARRY
New York, N. Y.

ROSEN, HYMAN
Binghamton, N. Y.

ROSENBERG, HYMIE
New York, N. Y.

ROSENTHAL, HARRY
Pittsburgh, Pa.

ROSS, HARRY
New York, N. Y.

ROSS, JAMES S.
(JIMMY)
Cleveland, Ohio

ROTH, MAX
Wilkes-Barre, Pa.

ROTHSTEIN, I. H.
Philadelphia, Pa.

RUGGIERO, JOHNNY
San Francisco, Calif.

RUGINIS, JOHN
Mt. Carmel, Pa.

RUGINIS, PETER
Mt. Carmel, Pa.

RYAN, B. H.
Nashville, Tenn.

RYMER, DALE
St. Louis, Mo.

S

SAGER, WILLIAM C.
Detroit, Mich.

SALYER, W. H.
St. Louis, Mo.

SAMUELSON, RAY T.
Salt Lake City, Utah

SANDERS, MAC
Los Angeles 6, Calif.

SANDERSON, R. L.
(SONNY)
Tusculum, Ala.

SANDLER, IRV
Des Moines, Ia.

SAUVE, ART
Detroit, Mich.

SAVARESE, JAMES J.
South Bend, Ind.

SCHAFER, WILLIAM L.
Bakersfield, Calif.

SCHATZ, EDDIE
Austin, Tex.

SCHLESINGER, AL
Poughkeepsie, N. Y.

SCHLESINGER, HARRY
Poughkeepsie, N. Y.

SCHLESINGER, SAM
Poughkeepsie, N. Y.

SCHNELLER, LENNY
Philadelphia, Pa.

SCHNELLER, NATE
Philadelphia, Pa.

SCHROEDER, SAM
Hartford, Conn.

SCHULTZ, OSCAR
Chicago, Ill.

SCHWARTZ, HAROLD
Chicago, Ill.

SCHWARTZ, HARRY S.
Miami, Fla.

SCHWARTZ, SOL
Los Angeles, Calif.

SCOTT, JAMES
Huntsville, Texas

SCRIBNER, RALPH
Binghamton, N. Y.

SEARS, C. O.
Ashland, Oregon

SEARS, DON E.
Ashland, Oregon

SEEBURG, MARSHALL
Chicago, Ill.

SEIDEL, TEDDY
Bronx, N. Y.

SEROKA, ED
Bloomsburg, N. J.

SHANNON, A. H.
Houston, Tex.

SHARKEY, HAROLD L.
Huntington Park, Cal.

SHARP, HOMER R.
Lexington, Ky.

SHAY, GRANT F.
Chicago 3, Ill.

SHAY, VINCE
Chicago, Ill.

SHEFFLER, BUZZ
Carlsbad, Calif.

SHEFTER, BERT
Los Angeles, Calif.

SHELBY, E. J.
Waco, Texas

SHIRLEY, OLLIE
Gulf Port, Miss.

SILBERMAN, AL
Los Angeles, Calif.

SILVERBERG, HARRY
Kansas City, Mo.

SILVERSTEIN, HYMAN
Cleveland, O.

SILVERSTEIN, SOL
Baltimore, Md.

SIMON, ALBERT
New York, N. Y.

SIMON, JACK
Los Angeles, Calif.

SIMSON, E. L. J.
Grand Rapids, Mich.

SINGLE, MYTEL, MRS.
Shreveport, La.

SIRACUSE, ANTHONY
Dearborn, Mich.

SISKIND, HARRY
Brooklyn, N. Y.

SKOLNICK, LUCKY
Miami, Fla.

SLIFER, O. L. (Bob)
Elizabeth, N. J.

SMITH, BEN
New York, N. Y.

SMITH, FRANK
Memphis, Tenn.

SMITH, RALPH
New Orleans, La.

SNEARLY, TED
Marietta, O.

SNODGRASS, HARRY J.
Albuquerque, N. M.

SOLOMON, WOOLF
Columbus, O.

SOLWAY, SAM
Ste. Agathe, Des
Monts, P. Q., Canada

SPARKS, R. M.
Soperton, Ga.

SPIKES, OLIN E.
Auburn, Ala.

SPINACOP, FELICE
Beacon, N. Y.

SPROTT, JACK
Temple, Texas

STAMBAUGH, G. N.
W. Palm Beach, Fla.

STAMBAUGH, M. H.
W. Palm Beach, Fla.

STEED, F. H.
Clarksdale, Miss.

STEINBERG, DAVID M.
Newark, N. J.

STEINBERG, HARRY
Miami Beach, Fla.

STEINBERG, MORRIS
Miami Beach, Fla.

STERLING, BENJ., Jr.
Moosic, Pa.

STERN, DAVE
Elizabeth, N. J.

STERN, HARRY
Philadelphia, Pa.

STERN, SAM
Chicago, Ill.

STEVENSON, T. B.
Dallas, Texas

STEWART, SID
Salt Lake City, Utah

STOCKHAM, E. H.
Bloomington, Mich.

STYERS, T. R.
Winston-Salem, N. C.

SULLIVAN, W. F.
Memphis Tenn.

SWAB, THOMAS B.
Lone Pine, Calif.

SWAN, FRED
Forrest City, Ark.

SWARTZ, BEN
Brookline, Mass.

SWARTZ, GEORGE
Brookline, Mass.

SWARTZ, HARRY
Brookline, Mass.

SWARTZ, JACK
Brookline, Mass.

SWARTZ, PHIL
Brookline, Mass.

SWARTZ, FRANK
Nashville, Tenn.

SYDAH, GEORGE
Akron, Ohio

T

TAKSEN, LEON
Harrisburg, Pa.

TARAN, SAM
Miami, Fla.

TARTAGLIA, PAUL
Portchester, N. Y.

TARTAGLIA, JOHN S.
Port Chester, N. Y.

TARTAGLIA, LOUIS
Port Chester, N. Y.

TARTAGLIA, MIKE J.
Port Chester, N. Y.

TAYLOR, CLYDE
Brunswick, Ga.

TAYLOR, HERSCHEL
Belleville, Ill.

TAYLOR, PAUL L.
Tulsa, Okla.

TETTING, WALTER C.
Oconomowoc, Wis.

"Imitation Is The Sincerest Form Of Flattery"

CHICAGO—A former Chicago coin-man, now residing and working in Los Angeles, took time out from his own busy daily schedule to advise this publication:

"You people can believe me that I have at last realized the truth of the adage, 'Imitation is the Sincerest Form of Flattery'."

He continued, "Out here, so many thousands of miles from the center of the industry, I've come to most completely depend on 'The Cash Box'."

"I find," he continues, "that up and down the entire Pacific coastline every person engaged in this industry depends on 'The Cash Box' for every transaction. For all tax purposes and for everything else that is connected with this field."

He claims, "Sure I read about this and that and the other thing in other publications, but, believe you me, there is one, and only one publication in the industry that is **The Cash Box**. It came up with these ideas and suggestions originally and put them over the top with all of us."

"Now," he says, "when I see these people trying their very best to imitate these ideas I feel like the guy who's trying to change a five dollar bill into ten singles."

"These other guys are just wasting their time. The sooner they wake up to this fact the better it'll be for the whole industry."

"Why," he asks, "don't they, too, try to 'originate' things like **The Cash Box** has and carry them out to fulfillment like you have done?"

Gold Medal

WITH MATCH-PLAY

Blue Ribbon

WITHOUT MATCH-PLAY



New Bally bowlers
combine greatest bowler features
with new **BONUScore** play-booster

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get

Bally **BLUE RIBBON** or Bally **GOLD MEDAL** working for you on location. Thrilling **SUPER-STRIKE**

feature . . . plus popular **SPEED-CONTROL** and other famous Bally-Bowler features . . . and the new **BONUScore** feature that keeps players coming back dime and dime again to improve their skill at

"right on-the-nose" **BONUScore** speed-control. Order from your Bally Distributor today.

Popular
SUPER STRIKES
and
SPEED CONTROL

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

MEMBERSHIP OF THE 20 YEAR CLUB

(AS OF JUNE 24, 1955)

THOMPSON, CECIL A.
Wilmington, Calif.

THOMPSON, WILLIAM A.
Long Beach 4, Calif.

THURKETTLE, P. A.
Toledo, O.

TIGERMAN, AL R.
Chicago, Ill.

TOCE, FRANK
Lake Charles, La.

TOLISANO, JAMES
Hartford, Conn.

TORR, ROY
Lansdowne, Pa.

TRAHUE, BRENT
Kansas City, Mo.

TRATSCH, WALTER
Chicago, Ill.

TRUCANO, TONY
Deadwood, S. D.

TRUPPMAN, OZZIE
Miami, Fla.

TURCOTTE, JOHN B.
Williamsett, Mass.

TUREK, FRED
Pontiac, Mich.

V

VALENTI, JOSEPH
Chagrin Falls, Ohio

VARTEN, ASPET L.
New York, N. Y.

VAN DUSEN, WES
Edmonton, Alta., Can.

W

WAGNER, H. F.
S. Milwaukee Wisc.

WALDMAN, FRANK
St. Louis, Mo.

WALDOR, SAM
Newark, N. J.

WALKER, LEE
Los Angeles 47, Calif.

WALLACE, "RED" J. A.
Oak Hill, W. Va.

WARWICK, LOYD R.
Chattanooga, Tenn.

WEATHERWAX, E. H.
Schenectady 5, N. Y.

WEAVER, HERB
Baltimore, Md.

WEBSTER, WILLIAM A.
Marianna, Fla.

WEDEKIND, W. H.
W. Palm Beach, Fla.

WEDEWEN, HERB
Cleveland, Ohio

WEDEWEN, H. E.
Cleveland, O.

WEILER, IRVIN
Kansas City, Mo.

WEINBERGER, JOE
Cincinnati, O.

WEINBERGER, LEO
Louisville, Ky.

WEINBERGER, SAM
Indianapolis, Ind.

WEINISCHKE, ARTHUR J.
Warson Woods 22, Mo.

WEISMAN, SAMUEL A.
Baltimore, Md.

WELSH, T. M.
New Orleans, La.

WELSH, S. P.
Okmulgee, Okla.

WESTERHAUS, JOE
Cheviot, O.

WHERNT, RAY
San Luis Obispo, Calif.

WHITBECK, MANNING
Schenectady, N. Y.

WHITBECK, OGDEN
Schenectady, N. Y.

WHITCOMB, W. L.
Jacksonville, Fla.

WHITFIELD, H. J.
Hopkinsville, Ky.

WILBORN, W. O.
Mineral Wells, Texas

WILKINS, G. M.
Rogers, Ark.

WILLENS, LEO
New York, N. Y.

WILLIAMS, CHARLES H.
Jackson, Tenn.

WILLIAMS, JOHN E.
(JOHNNY)
Houston, Texas

WILLIAMS (Buster) R.E.
Memphis, Tenn.

WILLIAMS, W. L.
Knoxville, Tenn.

WILLIE, HENRY
Kansas City, Kans.

WILLIS, KEN C.
Miami, Fla.

WILSON, K.
Shreveport, La.

WINKELMANN, J. D.
St. Louis 16, Mo.

WITALIS, A. W.
Cleveland, Ohio

WOHLMAN, SOL
New York, N. Y.

WOLBERG, SAMUEL
Chicago, Ill.

WOLBURST, SIDNEY A.
Newton, Mass.

WOLCHER, LOU
San Francisco, Calif.

WOLLMAN, MURRAY
New York, N. Y.

WOLFE, SIMON
Jacksonville, Fla.

WOOD, (ART) WM.
St. Louis, Mo.

WOOD, O. C.
Andalusia, Ala.

WOODS, W. M. (BILL)
Boise, Idaho

WRENN, GEORGE
Dallas, Tex.

WRIGHT, BUDGE
Portland, Ore.

WURGLER, ED R.
Buffalo, N. Y.

Y

YEAGER, JACK W.
Houston, Tex.

YEARY, FRANK
Goeburn, Va.

YEO, P. M.
Grand Rapids, Mich.

YOUNG, JOE
New York, N. Y.

YOUNG, JOHN W.
Falls City, Nebraska

Z

ZAMORE, MORTON M.
Brooklyn, N. Y.

ZEICHNER, HENRY
New York, N. Y.

ZEICHNER, MOE
New York, N. Y.

ZELLES, SAM
Shaker Hgts., Ohio

ZORNISKY, HYMIE
Omaha, Neb.

THE WORLD'S FINEST USED GAMES

Bally VARIETYS	\$399.50
Bally GAYETYS	465.00
United MANHATTANS	445.00

KIDDIE RIDES

Bally **THE CHAMPION HORSE**, latest model, floor sample Write
Exhibit **JUNIOR JET KIDDIE RIDE**, slightly used \$185.00

NEW ORLEANS NOVELTY CO.

115 MAGAZINE STREET
NEW ORLEANS, LOUISIANA
(Tel.: CAnal 5306)

FOREIGN BUYERS! NATIONAL OFFERS MORE!

- Complete Stock of All Types of Coin Operated Equipment—Amusement Games, Phonographs, Shuffle Games, Etc.
- Guaranteed Operating Condition! Reconditioned and Refinished by Experts! Experienced Export Handling!

MAKE YOUR DOLLARS COUNT! WRITE FOR OUR LIST TODAY!

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Blvd.

Chicago 14, Illinois, U. S. A.

AN INTEGRAL PART OF AMERICAN HISTORY—THE GREAT STATE OF INDIANA

Just as the State of Indiana is an integral part of America's history—so is Calderon Distributing an integral part of the success of Indiana operators—because Indiana's operators know they get the finest service, the friendliest terms and the very best equipment! Equipment of these noted manufacturers . . .

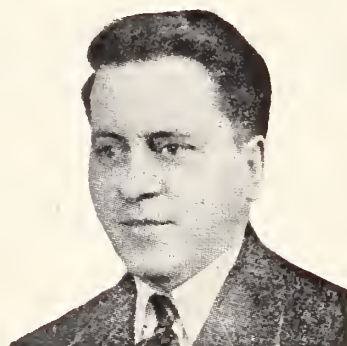
BALLY MFG. Co.
CHICAGO COIN MACHINE Co.
J. H. KEENEY & Co., Inc.
ROCK-OLA MFG. CORP.

AL CALDERON

CALDERON DISTRIBUTING

450 MASSACHUSETTS AVE., INDIANAPOLIS, INDIANA

(All Phones: LINCOLN 8468)



*Sincerest Congratulations
of Our Entire Organization to
"The Cash Box"
On Your 13th Anniversary*

IT IS EXTREMELY PLEASANT TO COMPLIMENT
A PUBLICATION THAT HAS BEEN SO PROGRESSIVE
AND SO HELPFUL TO ALL IN OUR INDUSTRY.

Romeo Laniel



1807-13 QUEST RUE NOTRE-DAME ST., WEST
MONTREAL 3, QUEBEC, CANADA

(Phone: WE 1124)

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

Manufacturers of vendors listed under the type of machine they produce.

BULK

Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.
Andrews Mfg. Co.
660 S. Rochester Rd.
Clawson, Mich.
Atlas Mfg. & Sales Corp.
12220 Triskett Rd.
Cleveland, O.
Belvend Mfg. Co., Inc.
122 S. Michigan Ave.
Chicago, Ill.
Blond Mfg. Co.
Valley Station, Ky.
Champion Vendors Supply Co.
1119 E. Houston St.,
San Antonio, Tex.
Columbus Vending Co.
2005 E. Main St.
Columbus, O.
Ford Gum & Machine Corp.
P. O. Box 510
Lockport, N. Y.
Hawkeye Novelty Co.
1754 E. Grand
Des Moines, Ia.
Northwestern Corp.
Morris, Ill.
Oak Mfg. Co.
11411 Knightsbridge Ave.
Culver City, Calif.
W. G. Parrish, Inc.
822 W. Ohio St.,
Chicago, Ill.
Silver King Corp.
622 Diversey Pkwy.
Chicago, Ill.
Victor Vend. Mach. Co.
5701 Grand Ave.
Chicago, Ill.

CANDY BAR

Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.
Atlas Tool & Mfg. Co.
5147 Natural Bridge
St. Louis, Mo.
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Arthur DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis, Mo.
Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

CIGAR

Cigaromat Corp. of America
1315 Walnut St.
Philadelphia, Pa.
Malkin-Illion Co.
396 Coit St.
Irvington, N. J.
Zaug's Modern Vend. Service
411 S. Pearl St.
New London, Wis.

CIGARETTE

A & A Co., Inc.
1133 South Ave.
Plainfield, N. J.
Apco, Inc.
1740 Broadway
New York, N. Y.
Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Arthur H. DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.
Eastern Electric, Inc.
70 Prospect St.
New Bedford, Mass.
J. H. Keeney & Co.
2600 W. 50th St.
Chicago, Ill.
Lehigh Foundries, Inc.
1500 Lehigh Drive.
Easton, Pa.
National Vendors, Inc.
5055 Natural Bridge Ave.
St. Louis, Mo.
Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
Superior Mfg. Co.
2144 Ashland Ave.
Evanston, Ill.

COFFEE

American National Dispensing Co. (powder)
4th St. & Cannon Ave.
Lansdale, Pa.
Apco, Inc.
1740 Broadway
New York, N. Y.
Chef-Way, Inc.
527 Southwest Blvd.
Kansas City, Mo.

Coan Mfg. Co.

2070 Helena St.
Madison, Wis.
Coffee-Mat Corp.
174 Malvern St.
Newark, N. J.
Cole Products Corp.
39 S. LaSalle St.,
Chicago, Ill.
Indevco, Inc.
806 E. 141st St.
Bronx, N. Y.
J. H. Keeney & Co., Inc.
2600 W 50th St
Chicago, Ill.
Bert Mills Corp.
St. Charles, Ill.
Rudd-Melikian, Inc.
1949 N. Howard St.
Philadelphia, Pa.
Silver King Corp.
1529 New York St.
Aurora, Ill.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Square Mfg. Co.
1251 S. Michigan Ave.
Chicago, Ill.
Steel Products Co.
40 Eighth Ave., S.W.
Cedar Rapids, Ia.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

COOKIE

Coan Mfg. Co.
2070 Helena St.
Madison, Wis.
Lehigh Foundries, Inc.
1500 Lehigh Dr.
Easton, Pa.
Wm. F. Shepherd, Inc.
2604 Woodburn Ave.
Cincinnati, O.
Statler Mfg. Co.
2112 Broadway
New York, N. Y.
Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.
Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago, Ill.

DRINK (bottle)

Atlas Metal Works
P. O. Box 5208
Dallas, Tex.
Atlas Tool & Mfg. Co.
2125 Indiana Ave.
Kansas City, Mo.
General Vending Machine Corp.
549 W. Washington Blvd
Chicago, Ill.
Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.
S & S Products Co.
P. O. Box 1047
Lima, O.
The Selectivend Corp.
1820 Wyandotte
Kansas City, Mo.
Vendo Co.
7400 E. 12th St.
Kansas City, Mo.
Vendorlator Mfg. Co.
2550 S. Railroad Ave.
Fresno, Calif.

DRINK

(cup)

Apco, Inc.
1740 Broadway
New York, N. Y.
Central Tool Co.
1712 Main St.
Hartford, Conn.
Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
Dr. Pepper Co.
5523 E. Mockingbird Lane
Dallas, Tex.
Lyon Industries, Inc.
373 4th Ave.
New York, N. Y.
Navenco Mfg. Co.
5608 E. Mockingbird Lane
Dallas, Tex.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.
Square Mfg. Co.
1251 S. Michigan Ave.
Chicago, Ill.

DRINK

(hot and cold)

Apco, Inc.
1740 Broadway
New York, N. Y.
Cole Products Corp.
39 S. La Salle St.
Chicago, Ill.
Indevco, Inc.
806 E. 141st St.
Bronx, N. Y.
Rudd, Melikian, Inc.
1949 N. Howard St.
Philadelphia, Pa.
Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.

NOW—You Can Expand Your Vending Business with this KEENEY *Deluxe* COFFEE VENDER

KEENEY'S *Unseen Ingredient!*

Look closely at this new Keeney Deluxe Coffee Vender—study its superior features and you'll see more than the physical materials of which it is made. You'll see the *attitude* of a company determined to make and market a more practical, better performing unit designed by men who are never quite satisfied until they have produced a far superior product. It's the "unseen ingredient" that insures lasting, low cost performance.

LET'S LOOK AT THE VISIBLE FEATURES:

All controls are conveniently located on the face plate. Each selector button actuates the entire vending cycle by means of snap-action. Automatic light below coin insert indicates when vender is empty. Full safety features include: Coin Lockout—Ground Wire in power cord—Shock-Proof Mountings to prevent free operation and to protect all controls from damage or misadjustment—Built-In Coin Changer that may be pre-set to return 1 to 4 pennies change—stainless steel Mixing Bowls, Hot Water Containers and stainless steel coffee, sugar, and cream containers—Adjustment to control quantity of ingredients—adjustable Temperature Controls—Anti-Overflow Float and shut-off switch—Water Supply Pressure Regulator—a simplified easily accessible electro-mechanical mechanism with standard components—slow-blow type fuses—service outlet—toggle switch for servicing without disconnecting line voltage—swing-up top for easy loading without removing containers. Auxiliary Reserve Tank optional. Every feature to insure successful operation!

Write FOR YOUR **FREE CIRCULAR!**

J. H. *Keeney* & CO. INC.

2600 WEST FIFTIETH STREET

CHICAGO 32, ILLINOIS

300 CUP CAPACITY

Experienced coffee vender operators agree that this new 300-cup Keeney Deluxe Coffee vender ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 19 $\frac{3}{4}$ " wide by 15 $\frac{1}{2}$ " deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.

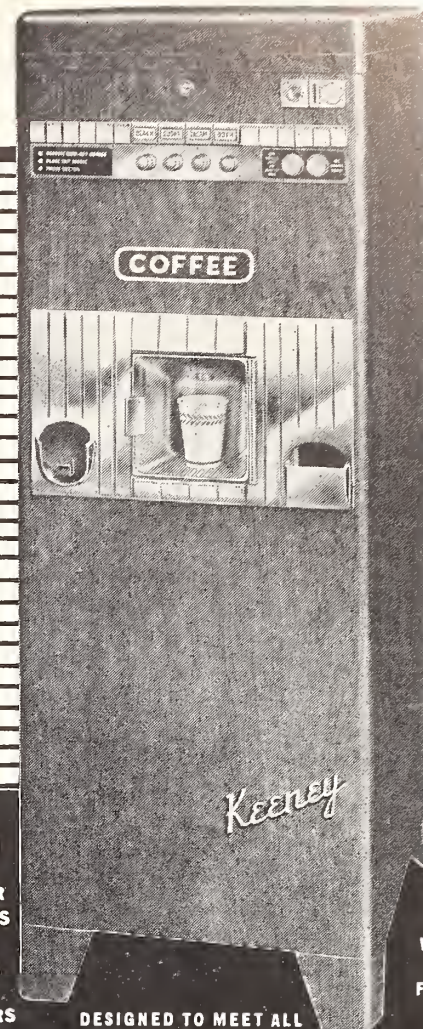
4 SELECTOR BUTTONS

• Black Coffee • With Sugar •
With Cream • Sugar and Cream

EASY TO OPERATE!

Insert a dime at top and 1 to 4 pennies drop into the built-in coin changer return outlet while a cup vends *automatically* at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 6 $\frac{1}{2}$ ounces of rich full-flavored hot coffee, as you want it, *when* you want it, almost *instantly!* Sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.

**Price pre-set at option of operator.*



BUILT-IN
COIN
CHANGER
OPERATES
ON
NICKELS,
DIMES
OR QUARTERS

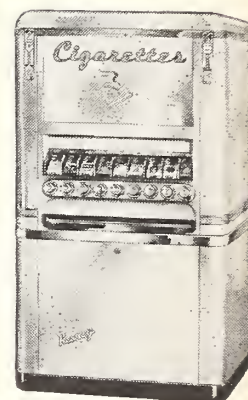
RETURNS CHANGE IN
CORRECT AMOUNT
AUTOMATICALLY

DESIGNED TO MEET ALL
KNOWN REQUIREMENTS FOR
HEALTH AND SANITATION
AT LOW COST OPERATION.

A
VARIETY
OF
FINISHES

The Keeney Deluxe Electric CIGARETTE VENDER

★ Year after year, operators have made much more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double columns dispense regular or king size packs alternately from front or rear and "the pack you see is the pack you get!" Capacity 432. Has quick price adjustment on each column, swing-up top, 3-way match vending. Write for circular.



Coin
Changers

for Over
35 years

A.B.T.

MANUFACTURING CORP.
715-723 N. Kedzie • Chicago, Ill.

Coin
Controls

for Over
35 years

A.B.T.

MANUFACTURING CORP.
715-723 N. Kedzie • Chicago, Ill.

Coin
Operated
Meters

for Over
35 years

A.B.T.

for Selling Coolers, etc.
MANUFACTURING CORP.
715-723 N. Kedzie • Chicago, Ill.

Coin
Operated
Timers

for Over
35 years

A.B.T.

MANUFACTURING CORP.
715-723 N. Kedzie • Chicago, Ill.

THRU THE COIN CHUTE DALLAS DOINGS

The introduction of the new games attracted a lot of out-of-town operators last week. . . . Mel Remmer of Modern Music Company in Lubbock, Texas was in Dallas this week looking them over and buying new equipment. . . . J. C. Ormand of Longview was seen tending to business this week as were Jimmy Garret of Longview, Walter Wiggins of McKinney, Ernest Bathis of Texarkana, Speedy Walker of Waco and W. C. Bradley of Gatesville. . . . The operators in this territory report business good and are expecting a rush summer business this year. . . . B. H. Williams back in Dallas from a business trip to El Paso. He reports business good in that territory. . . . Wilbur Briscoe of Waco was in town Tuesday—had to hurry back to Waco to attend a friend's funeral. . . . R. B. Williams spending a two day vacation at Possum Kingdom—trying for bass. . . . Jimmy Garrett went fishing over the week-end and ended up with a nice sunburn. . . . We are all hoping that John Church of the Preston Record Shop in Dallas does not catch the mumps—his wife and two children have them now. . . . Herb Rippa flew to Miami, Fla. where his brother-in-law just passed away.

CLOSE-OUTS

BIG TIME	\$495.00
BEACH CLUB	195.00
BEAUTY	145.00
CABANA	125.00
HAVANA	160.00
HAWAII	225.00
HI FI	245.00
ICE FROLICS	225.00
MEXICO	255.00
NEVADA	235.00
PALM BEACH	75.00
PALM SPRINGS	250.00
RIO	145.00
SURF CLUB	285.00
TAHITI	125.00
TROPICANA	325.00
TROPICS	125.00
VARIETY	395.00
YACHT CLUB	95.00
MANHATTAN	525.00
GAYETY	575.00

WESTERN DISTRIBUTORS
1226 S. W. 16th AVE.
PORTLAND 5 OREGON

Best Wishes For Continued
Success Of A Fine Magazine

Ray C. Gallet
Paschke Phonograph Service
2852 W. 63rd St., Chicago, Ill.

Congratulations "Cash Box"

On Your

13th Anniversary

MAY YOU CONTINUE TO SERVE OUR INDUSTRY
JUST AS BRILLIANTLY IN THE YEARS AHEAD!!

Lou Dunis DUNIS DISTRIBUTING CO.

100 ELLIOTT STREET, WEST SEATTLE 99, WASH.

906 WEST SECOND AVENUE SPOKANE, WASH.

1003 S. W. FRONT STREET PORTLAND, OREGON

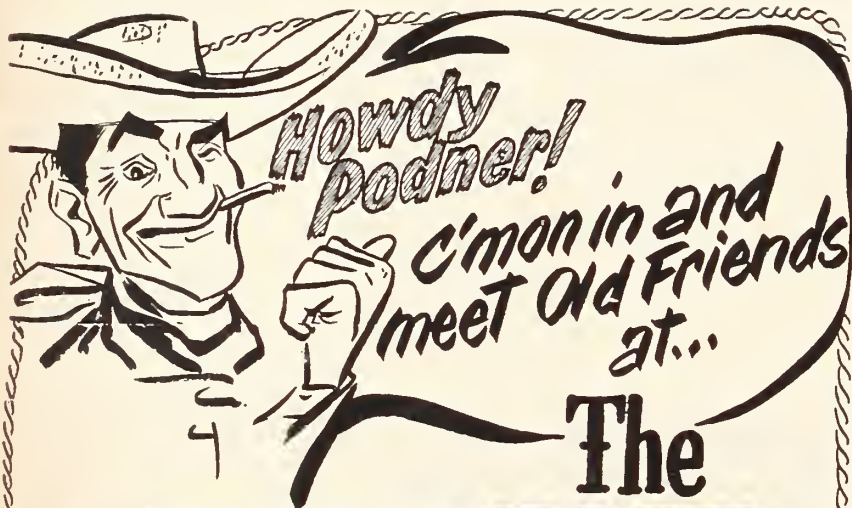
Exclusive Factory Distributors for

AMI, INC.

BALLY MANUFACTURING CO.

CHICAGO COIN MACHINE CO.

GENCO MANUFACTURING CO.



The WESTERNER

GAMING • SALOON • RESTAURANT

23 FREMONT STREET

DOWNTOWN

LAS VEGAS, NEVADA

JOHN P. (MIDGE) RYAN • JOE K. HART • RON PEPPE
HOPPEY PEPPE • HENRY SYLVESTER • JOE SYLVESTER
MAHLON MURPHY • JOHNNY HAINES • ANDY FAVA
CHARLEY CAVANAUGH

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

Manufacturers of vendors listed under the type of machine they produce.

(continued)

FRUIT (refrigerated)

Frigid Fruit Co.
1303 S. 20th Ave.
Yakima, Wash.

Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd.
Los Angeles, Calif.

GUM (1c stick)

Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.

Northwestern Corp.
900 Armstrong St.
Morris, Ill.

Oak Mfg. Co., Inc.
11411 Knightsbridge Ave.
Culver City, Calif.

Pulver Co.
53 Canal St.
Rochester, N. Y.

GUM (5c package)

Advance Machine Co.
4645 N. Ravenswood Ave.
Chicago, Ill.

Arthur H DuGrenier, Inc.
15 Hale St.
Haverhill, Mass.

Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

Stoner Mfg. Co.
328 Gale St.
Aurora, Ill.

HOSIERY

Lehigh Foundries, Inc.
1500 Lehigh Drive
Easton, Pa.

Rowe Mfg. Co.
31 E. 17th St.
New York, N. Y.

ICE CREAM

Atlas Tool & Mfg. Co.
517 Natural Bridge Ave.
St. Louis, Mo.

Belvend Mfg. Co.
122 S. Michigan Ave.
Chicago, Ill.

Fred Hebel Corp.
Addison, Ill.

Rowe Mfg. Co.
31 E. 17th St.
New York, N. Y.

Salerno's Magic Vend. Co.
813 W. Taylor St.
Chicago, Ill.

Smithco., Inc.
705 Jefferson Bldg.
Peoria, Ill.

Turbo Machine Co.
Lansdale, Pa.

Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

JUICE

Roto-Vend
6311 Wilshire Blvd.
Los Angeles, Calif.

Rudd-Melikian, Inc.
1949 N. Howard St.
Philadelphia 22, Pa.

Snively Groves, Inc.
P. O. Box 1312
Winter Haven, Fla.

Spacarb, Inc.
375 Fairfield Ave.
Stamford, Conn.

Statler Mfg. Corp.
2112 Broadway
New York, N. Y.

The Welch Grape Juice Co., Inc.
Westfield, N. Y.

MILK

Automatic Products Co.
250 W. 57th St.
New York, N. Y.

Cedar Hill Farms, Inc.
6950 Madisonville Rd.
Cincinnati, O.

Food Engineering Corp.
179 Elm St.
P. O. Box 1026
Manchester, N. H.

Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd.
Los Angeles, Calif.

Ideal Dispenser Co.
509 S. McClun St.
Bloomington, Ill.

Refrigeration Eng. Corp.
2215 Kennedy St., N.E.
Montgomery, Minn.

Rowe Mfg. Co., Inc.
31 E. 17th St.
New York, N. Y.

Vendo Co.
7400 E. 12th St.
Kansas City, Mo.

PENCIL

Empire Pencil Co.
Shelbyville, Tenn.

Kaye & Co.
2532 West High Ave.
Philadelphia, Pa.

Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

PHOTO MACHINES

Auto-Photo Co.
1444 S. San Pedro St.
Los Angeles, Calif.

International Mutoscope Corp.
44-02 11th St.
Long Island City, N. Y.

POSTAGE STAMP

Commercial Controls Corp.
1 Leighton Ave.
Rochester, N. Y.

Flatto Mfg. Co.
Box 305
Miami, Fla.

Northwestern Corp.
Morris, Ill.

Schermack Products Corp.
1164 W. Baltimore
Detroit, Mich.

J. Schoenbach Co.
1645 Bedford Ave.
Brooklyn, N. Y.

Shipman Mfg. Co.
1326 S. Lorena St.
Los Angeles, Calif.

U. S. Postage Stamp Machine Co.
7420 N. Western Ave.
Chicago, Ill.

POST CARD

Exhibit Supply Co.
4218 W. Lake St.
Chicago, Ill.

International Mutoscope Corp.
44-02 11th St.
Long Island, N. Y.

SANDWICH

American Vending Corp.
18 E. Grand Ave.
Chicago, Ill.

Rowe Mfg. Co., Inc.
31 East 17th St.
New York, N. Y.

Stoner Mfg. Corp.
328 Gale St.
Aurora, Ill.

Timm Industries
5245 W. San Fernando Rd.
Los Angeles, Calif.

SANITARY NAPKIN

Advance Machine Co.
4645 North Ravenswood Ave.
Chicago, Ill.

Hospital Specialty Co.
1991 E. 66th St.
Cleveland, O.

Sanitex Co.
14182 Meyers Rd.
Detroit, Mich.

Vend-Rite Mfg. Co.
1536 N. Halsted St.
Chicago, Ill.

SCALES

American Scale Mfg. Co.
3206 Grace St., N.W.
Washington, D. C.

J. F. Frantz Mfg. Co.
1940 W. Lake St.
Chicago, Ill.

Hamilton Scale Co.
3350 Secor Rd.
Toledo, O.

Peerless Weighing & Vending Machine Corp.
42-02 11th St.
Long Island City, N. Y.

Rock-Ola Mfg. Corp.
800 N. Kedzie Ave.
Chicago, Ill.

Sparks Specialty Co.
Soperton, Ga.

Watling Mfg. Co.
4640 W. Fulton St.
Chicago, Ill.

MERCHANDISE and SERVICE MACHINE MANUFACTURERS

AND THEIR PRODUCTS

(Listed Alphabetically)

A

A & A Co., Inc.
1133 South Ave., Plainfield, N. J.
(Cigarette Vendor)

Abbey Mfg. Co.
5553 Easton Ave., St. Louis, Mo.
(Bulk Vendors)

A. B. C. Popcorn Co.
3441 W. North Ave., Chicago, Ill.
(Popcorn Vendor)

A. B. T. Mfg. Co.
715 N. Kedzie Ave., Chicago, Ill.
(Coin Mechanisms, Pistol Mach.)

Advance Machine Co.
4645 N. Ravenswood Ave., Chicago, Ill.
(Bulk, Gum, Candy Vendors)

Alkuno & Co., Inc.
408 Concord Ave., New York, N. Y.
(Candy and Gum Vendors)

Ald, Inc.
3406 N. Lincoln Ave., Chicago, Ill.
(Laundry)

American National Dispensing Co.
Lansdale, Pa.
(Coffee Vendor)

American Scale Mfg. Co.
3206 Grace St., N. W., Washington, D. C.
(Scale)

American Simplex Co.
167 S. Vermont Ave., Los Angeles, Calif.
(Soft Drink Vendor—bottle)

American Vending Corp.
18 E. Grand Ave., Chicago, Ill.
(Sandwich Vendor)

Andrews Mfg. Co., Inc.
660 S. Rochester Rd., Clawson, Mich.
(Bulk Vendors & Comb Vendors)

Apcu, Inc.
1740 Broadway, N. Y., N. Y.
(Drink Vendor, Coffee Vendor, Combination Soda-Coffee Vendor)

Aspir-Vend Co.
328 S. Beverly Dr., Beverly Hills, Calif.
(Aspirin Vendor)

Atlas Mfg. & Sales Corp.
12220 Triskett Rd., Cleveland, O.
(Bulk and Popcorn Vendors)

Atlas Metal Works
Dallas, Tex.
(Drink Vendor—Bottle)

Atlas Tool & Mfg. Co.
2125 Indiana Ave., Kansas City, Mo.
(Candy Bar, Ice Cream, and Soft Drink Bottle Vendors)

Automatic Products Co.
250 W. 57th St., New York, N. Y.
(Cigarette, Milk, Hot Drink and Soft Drink Vendors)

Auto-Photo Co.
1444 S. San Pedro St., Los Angeles, Calif.
(Photograph Machine)

B

Belvend Mfg. Co., Inc.
122 S. Michigan Ave., Chicago, Ill.
(Bulk, Candy Bar and Ice Cream Vendors)

Bloyd Mfg. Co.
Valley Station, Ky.
(Bulk Vendors)

C. C. Bradley & Son
N. Franklin & Goodwin Sts., Syracuse, N. Y.
(Soft Drink Vendor)

C

Cavalier Corp.
343 W. 1st St., Chattanooga, Tenn.
(Drink Vendor—Cup)

Cedar Hill Farms, Inc.
6950 Madisonville Rd., Cincinnati, Ohio
(Milk Vendor)

Central Tool Co.
1712 Main St., Hartford, Conn.
(Drink Vendor—Cup)

Champion Vendors Supply Co.
1119 E. Houston St., San Antonio, Tex.
(Bulk Vendors)

Cigaromat Corp. of America
1315 Walnut St., Philadelphia, Pa.
(Cigar Vendor)

Coan Mfg. Co.
2070 Helena St., Madison, Wis.
(Coffee, Candy Bar, Cigarette, Soft Drink Vendors)

Coffee-Mat Corp.
174 Malvern St., Newark, N. J.
(Coffee Vendor)

Cole Products Corp.
39 S. La Salle St., Chicago, Ill.
(Soft Drink [cup] Vendor)

Columbus Vending Co.
2005 E. Main St., Columbus, O.
(Bulk Vendor)

Commercial Controls Corp.
1 Leighton Ave., Rochester, N. Y.
(Stamp Vendor)

D

F. B. Dickinson & Co.
Des Moines, Ia.
(Ice Vendor)

Dr. Pepper Co.
5523 E. Mockingbird La., Dallas, Tex.
(Drink Vendor—Cup)

Arthur H. DuGrenier, Inc.
Haverhill, Mass.
(Candy, Gum and Cigarette Vendors)

E

Eastern Electric, Inc.
70 Prospect St., New Bedford, Mass.
(Cigarette Vendor)

Electronic Devices
1120 S. Michigan Ave., Chicago, Ill.
(Telescope Machine)

Exhibit Supply
4218 W. Lake St., Chicago, Ill.
(Card Vendor)

F

Fielding Mfg. Co.
258 W. Pearl St., Jackson, Mich.
(Bulk Vendor)

Flatto Mfg. Co.
Box 305, Miami, Fla.
(Stamp Vendor)

Food Engineering Corp.
Manchester, N. H.
(Milk Vendor)

Ford Gum & Machine Co., Inc.
Lockport, N. Y.
(Ball Gum Vendor)

J. F. Franz Mfg. Co.
1946 W. Lake St., Chicago, Ill.
(Scales)

Frigid Fruit Co.
1303 S. 20th Ave., Yakima, Wash.
(Fruit Vendor)

Fruit-O-Matic Mfg. Co.
5225 Wilshire Blvd., Los Angeles, Cal.

G

General Electric Co.
Lamp Division, Nela Park, Cleveland, O.
(Lamps)

General Vending Corp.
549 W. Washington Blvd., Chicago, Ill.
(Soft Drink (bottle) Vendor)

Guardian Electric Mfg. Co.
1621 W. Walnut St., Chicago, Ill.
(Coin mechanisms, vending machine parts)

H

Hamilton Scale Co.
3350 Secor Rd., Toledo, O.
(Scales)

Hawkeye Novelty Co.
1754 E. Grand Ave., Des Moines, Ia.
(Bulk and Popcorn Vendors)

Fred Hebel Corp.
Addison, Ill.
(Ice Cream Vendor)

Hospital Specialty Co.
1991 E. 66th St., Cleveland, O.
(Sanitary Napkin Vendor)

Hultz Vendors, Inc.
1108 E. Jackson St., Springfield, Ill.
(Coin Conversion Units)

I

Ideal Dispenser Co.
Bloomington, Ill.
(Soft Drink and Milk Vendors)

Ideal Weighing Machine Co.
1501 DeLong St., Los Angeles, Cal.
(Scales)

Indevco, Inc.
806 E. 141st St., Bronx, N. Y.
(Coffee Vendor)

International Mutoscope Corp.
44-02 Eleventh St., Long Island City, N. Y.
(Book, Magazine, Post Card Vendors—Photograph and Voice Recording Machines)

J

Jo-Lo Perfumatic
328 Stevens Ave., Jersey City, N. J.

K

J. H. Keeney & Co.
2600 W. 50th St., Chicago, Ill.
(Coffee, Cigarette and Candy Vendors)

L

Lehigh Foundries, Inc.
1500 Lehigh Drive, Easton, Pa.
(Cigarette and Hoisery Vendors)

Lincoln-Boyle Co.
4628 N. Greenview, Chicago, Ill.
(Ice Vendor)

Lyon Industries, Inc.
373 Fourth Ave., New York, N. Y.
(Soft Drink (cup) Vendor)

M

Malkin-Illion Co.
396 Coit St., Newark, N. J.

Bert Mills Corp.
St. Charles, Ill.
(Coffee and Tea Vendors)

N

National Rejectors, Inc.
5100 San Francisco Ave., St. Louis, Mo.
(Coin Mechanisms)

National Vendors, Inc.
5055 Natural Bridge, St. Louis, Mo.
(Candy and Cigarette Vendors)

Navenco Mfg. Co.
5608 E. Mockingbird Lane, Dallas, Tex.

Northwestern Corp.
Morris, Ill.
(Bulk, Gum and Stamp Vendors)

O

Oak Mfg. Co.
11411 Knightsbridge Ave., Culver City, Cal.
(Bulk and Gum Vendors)

P

W. G. Parrish, Inc.
822 W. Ohio St., Chicago, Ill.
(Bulk Vendor)

Peerless Weighing & Vend. Mach. Corp.
42-02 11th St., Long Island City, N. Y.
(Scales)

"Ethics Is Our Creed"

UNITED MUSIC OPERATORS OF MICHIGAN

We take this opportunity to thank The Cash Box on its thirteenth (13th) Anniversary for its many contributions toward betterment of the Juke Box Business.

Recognizing the necessity for constant vigilance, the United Music Operators of Michigan has set up a special fund of ten thousand dollars (\$10,000), for local and Federal Court action or any other legal means necessary to protect our members from all types of unethical practices which would be detrimental to the coin music machine business.

UNITED MUSIC OPERATORS OF MICHIGAN

408 TEMPLE STREET, DETROIT, MICHIGAN

OFFICERS:

J. M. Jeffrey, President
Harry L. Norton, Vice-Pres.
James Robson, Secretary
Anthony Siracuse, Treasurer
Edw. L. Carlson, Past Pres.
Frank Alluvot, Hon. Past Pres.

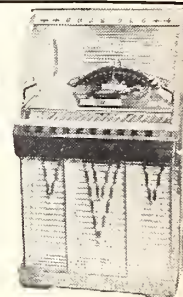
BOARD OF DIRECTORS:

Frank Antaya
John Christy
Harvey Gilbert
Sidney Ketcham
Vince Meli
G. M. Patton
Samuel Sapienza
Everet Watson
Sam Willens

Roy Small, Conciliator and Public Relations Counsel

NO. 1 MONEY MAKER... ROCK-OLA 1448

World's smallest "Big" phonograph, it's a GIANT for earnings! 120 Selections, beautiful Hi Fidelity tone reproduction, striking cabinet design and a host of exclusive new features make 1448 today's top value in phonographs. Look at... listen to the 1448 in our showrooms. See why locations prefer it and operators swear by it. Ask about our terrific trade deal and you'll hop the "Gravy Train", too!



Phone:
EVERglade 4-2300

Chicago 47
2330 N. Western Ave.

Congratulations to Bill Gersh and The Cash Box on your 13th Anniversary

The Best Buy For Coin Machine News

FOR THE BEST BUY IN BINGOS or BOWLERS

Call or Write

MICKY ANDERSON

314 EAST 11th STREET, ERIE, PA.

(PHONE: 5-7549)

Best Wishes to THE CASH BOX on its THIRTEENTH ANNIVERSARY

AUTOMATIC COIN & VENDING MACHINE EMPLOYEES UNION — LOCAL 433, AF of L

Main Office: 121-20 Northern Blvd.
Branch Office: 474 West 43rd Street

Flushing, N. Y.
New York, N. Y.

LEADERSHIP... THAT IS MOST COMPLETELY

DESERVED IN EVERY REGARD... YOUR ASSURANCE OF THE FINEST

SERVICE... CLOSEST COOPERATION... FINEST EQUIPMENT...

EVERY MACHINE GUARANTEED REGARDLESS OF PRICE...

R. B. WILLIAMS

B. H. WILLIAMS

COMMERCIAL MUSIC COMPANY, INC.

1550 EDISON ST.
DALLAS, TEXAS

1415 S. FLORES ST.
SAN ANTONIO, TEXAS

SALE!!

SHUFFLE ALLEYS

2 ChiCoin 6 Pl. Stat. Pins, ea.	\$50.00
1 ChiCoin Criss-Cross	295.00
1 ChiCoin 6 Pl. Match	90.00
1 ChiCoin 10th Fr. 6 Pl.	65.00
1 Genco 8 Pl.	40.00
2 Keeney DeLuxe, ea.	35.00
1 Keeney Super DeLuxe 4 Pl.	45.00
1 United 4 Pl. Rebound	35.00
1 United 5 Pl.	45.00
3 United 6 Pl. Supers, ea.	65.00
3 Universal Twins, ea.	25.00

GAMES

1 Bally Big Inning	\$65.00
1 Bally Brite Lites	45.00
1 Bally Brite Spot	55.00
1 Bally Dude Ranch	225.00
2 Bally Palm Beaches, ea.	80.00
2 Bally Palm Springs, ea.	265.00
5 Bally Spot Lites, ea.	35.00
2 Bally Atlantic Citys, ea.	90.00
1 Genco Jumping Jack	35.00
1 Gottlieb Coronation	90.00
1 Gottlieb Guys & Dolls	85.00
1 Gottlieb Rose Bowl	55.00
1 Gottlieb Skill Pool	50.00
1 Williams Star Series	35.00

SPECIAL

1 Wurlitzer 1700 Blonde	\$650.00
-------------------------	----------

Write or Call

RITE-WAY

DISTRIBUTORS
3206 OLIVE STREET
ST. LOUIS 3, MO.

(Phone: JEFFERSON 5-7628)

MERCHANDISE and SERVICE MACHINE MANUFACTURERS AND THEIR PRODUCTS

(Listed Alphabetically)

Perfumatic of Canada, Ltd.
561 Eglinton Ave., W., Toronto, Canada
(Perfume Spray Vendor)

Pulver Co.
53 Canal St., Rochester, N. Y.
(Gum Vendor)

R

Rec-O-Mat Co.
4532 Ben Ave., N. Hollywood, Cal.
(Phono Record Vendor)

Refrigerated Equipment Sales Corp.
19 W. 44th St., New York, N. Y.
(Packaged Ice Cube Vendor)

Refrigeration Eng. Corp.
2215 Kennedy St., N.E., Montgomery, Minn.
(Milk Vendor)

Rock-Ola Mfg. Corp.
800 N. Kedzie Ave., Chicago, Ill.
(Scales)

Roover Bros., Inc.
3611 14th Ave., Brooklyn, N. Y.
(Name Plate Machine)

Roto-Vend
6311 Wilshire Blvd., Los Angeles, Calif.
(Juice Vendor)

Rowe Mfg. Co., Inc.
31 E. 17th St., New York, N. Y.
(Cigarette, Ice-Cream, Candy, Milk, Sandwich and Cake Vendors)

Rudd-Melikian, Inc.
1949 N. Howard St., Philadelphia, Pa.
(Coffee Vendor)

S

S & S Products Co.
P. O. Box 1047, Lima, O.
(Drink Vendor—Bottle)

Salerno's Magic Vend. Co.
813 W. Taylor St., Chicago, Ill.
(Ice Cream Vendor)

Sanitex Co.
14182 Meyers Rd., Detroit, Mich.
(Sanitary Napkin Vendor)

Sattley Co.
657 Mt. Elliott Ave., Detroit, Mich.
(Coin Mechanisms)

Selectivend Corp.
1820 Wvandotte Ave., Kansas City, Mo.
(Soft Drink (bottle) Vendor)

Shipman Mfg. Co.
1326 S. Lorena St., Los Angeles, Cal.
(Candy, Cookie, Gum, Hot Nut, Card and Stamp Vendors)

Silver King Corp.
1529 New York St., Aurora, Ill.
(Bulk and Hot Nut Vendors)

Smithco, Inc.
705 Jefferson Bldg., Peoria, Ill.
(Ice Cream Vendor)

Snively Groves, Inc.
P. O. Box 1312, Winter Haven, Fla.
(Juice Vendor)

Sparks Specialty Co.
Soperton, Ga.
(Scales)

Spacarb, Inc.
375 Fairfield Ave., Stamford, Conn.
(Soft Drink (Cup) and Juice Vendors)

Square Mfg. Co.
1251 S. Michigan Ave., Chicago, Ill.
(Coffee Vendor)

Statler Mfg. Co.
2112 Broadway, New York, N. Y.
(Cookie and Juice Vendors)

Steel Products Co.
40 8th Ave., S.W., Cedar Rapids, Iowa
(Non-coin operated coffee machines)

Stoner Mfg. Corp.
328 Gale St., Aurora, Ill.
(Coffee, Cookie, Candy and Gum Vendors)

Superior Mfg. Co.
2144 Ashland Ave., Evanston, Ill.
(Cigarette Vendor)

T

Telecoin Corp.
12 E. 44th St., New York, N. Y.
(Laundry Machine and Juice Vendor)

Thermo-Cuber, Inc.
2124 N. Southport St., Chicago, Ill.
(Ice Vendor)

Timm Industries
5245 W. San Fernando Rd., Los Angeles, Cal.
(Sandwich Vendor)

Turbo Machine Co.
Lansdale, Pa.
(Ice Cream Vendor)

U

U. S. Postage Stamp Mach. Co.
7420 N. Western Ave., Chicago, Ill.
(Stamp Vendor)

V

Veeder-Root, Inc.
70 Sargeant St., Hartford, Conn.
(Coin Mechanisms)

Vend-Ice Corp.
2165 Newton Ave., San Diego, Cal.
(Ice Vendor)

Vendo Co.
7400 E. 12th St., Kansas City, Mo.
(Soft Drink (bottle), Ice Cream and Coin Changers, Milk)

Vendorlator Mfg. Co.
2550 S. Railroad Ave., Fresno, Calif.
(Drink Vendor—Bottle)

Vend-Rite Mfg. Co.
1536 N. Halsted St., Chicago, Ill.
(Cookie and Kleenex Vendors)

Victor Vending Machine Corp.
5701 Grand Ave., Chicago, Ill.
(Bulk Vendors)

W

Watling Mfg. Co.
4650 W. Fulton St., Chicago, Ill.
(Scales)

Westinghouse Electric Corp.
306 Fourth Ave., Pittsburgh, Pa.
(Soft Drink Vendor)

Z

Zaug's Modern Vend. Service
411 S. Pearl St., New London, Wis.
(Cigar Vendor)

"It's What's in THE CASH BOX That Counts"

★ US GALS ★

By CISSIE

This poem by May Richstone in "Good Housekeeping" may also appeal to you:

*Occupation: Housewife
After planning, marketing, cooking,
after
Scouring the house from cellar to
rafter,
After the dinner dishes are done
And the children disposed of one
by one,
After a day as domestic pearls,
We're supposed to turn into glamour
girls,
Lovely and well worth a husband's
wooing.
And it can't be done—but that's what
we're doing!*

Just learned that "Snooks" (Mrs. Ray) Williams of Dallas, Texas, would like very much to get together with us again just to hear some of the latest stories we've accumulated. (Aside to Snooks: We've gathered together some dan-dan-dan-dies). . . . Judy (Mrs. C. A.) Culp of Oklahoma City must be driving about in one of those cute, multi-colored Chevies. . . . Dorothy (Mrs. Howard) Freer, we hear, is at long last becoming acclimated to Los Angeles. Its sunshine. Its smog. And its glamour.

Certainly happy to hear that Hattie (Mrs. Joe) Steele of Houston, Texas, is out of the hospital and recuperating at home. Here's hoping Hattie will be up and about and around even before this appears in print. . . . Dorothy (Mrs. David) Gottlieb soon away for her summer stay up in Wisconsin's north woods. . . . Aside to charming Rosie (Mrs. Maurie) Ginsburg: What's news kiddo?

Haven't heard a word from Audrey Reynolds Hunter of Dallas, Texas. And we did believe that Audrey would send us some swell news items. . . . Which reminds, we haven't yet heard from Lucille (Mrs. Paul) Laymon of Los Angeles, either. . . . Mrs. Mary Gillette of Our Town so very, very busy with her daughter Leslie's graduation and then camptime and her own very outstanding business. . . . Thanks to Roy Small of Detroit for his very nice compliments re: our column about all those marvelous gals in Detroit who are successful operators on their own. . . . Sure did miss Sylvia (Mrs. Joe) Brilliant of Detroit who couldn't come to Chicago with her hubby this last trip. . . . Kaye (Mrs. Art) Weinand phoned to advise Art rushed to St. Joseph's Hospital due to spine injury. But happy to also hear he'll be back home and perhaps even at work by the time you read this.

Well, gals, I've just gone thru the very happy rigors of my dotter's graduation, parties and all. Have kissed her happy farewell as she left for camp. And now I'm throwing things into grips to be used during my own vacation. So, for the next few weeks, do hope you'll miss my little column. Unless, of course, you want to mail me news and I'll somehow get it together each week. Just write: Cissie Gersh, c/o Eagle Waters, Eagle River, Wisconsin.

YOU ARE NOW READING THE BIGGEST SINGLE WEEK'S ISSUE OF ANY MAG- AZINE IN THE HISTORY OF THE INDUSTRY

THE CASH BOX

26 WEST 47th STREET, NEW YORK 36, N. Y.

32 W. Randolph St., Chicago 1, Ill.

804 Church St., Nashville, Tenn.

6272 Sunset Blvd., Hollywood, Cal.

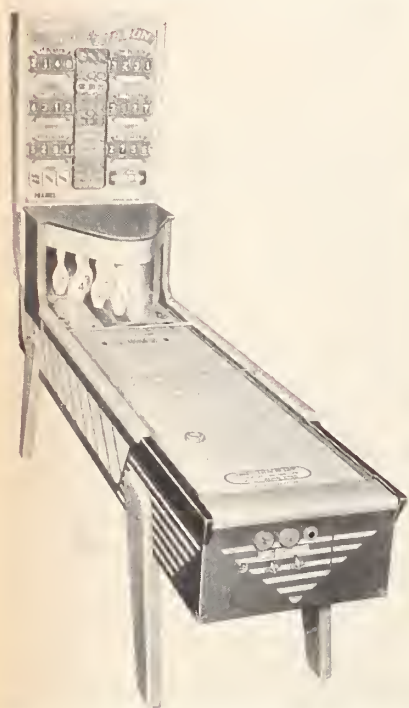
1765 Commonwealth Ave., Boston 35, Mass.

17 Hilltop, London, N.W., England

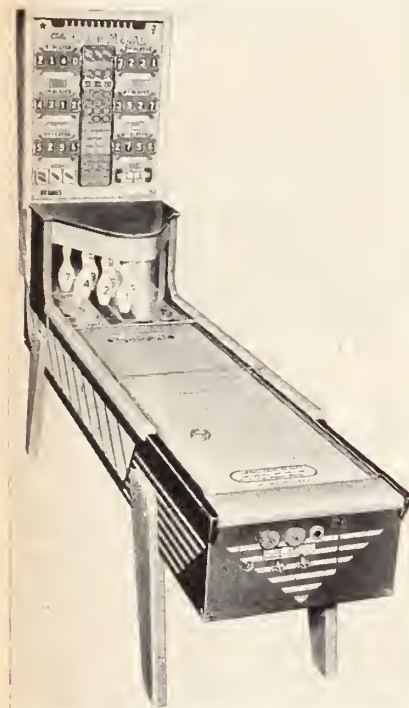
AMUSEMENT MACHINES — JULY, 1954 To JUNE, 1955

BOWLERS

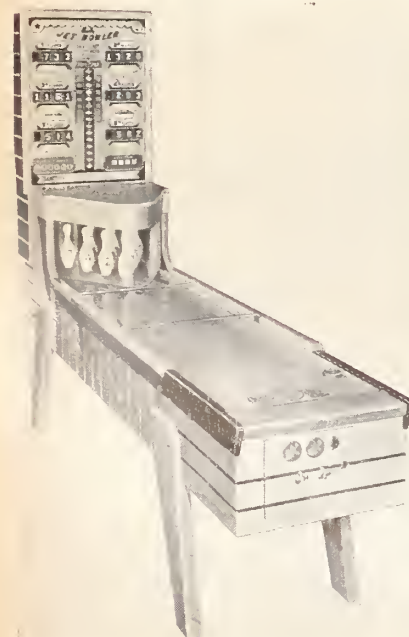
BALLY MFG. CO.



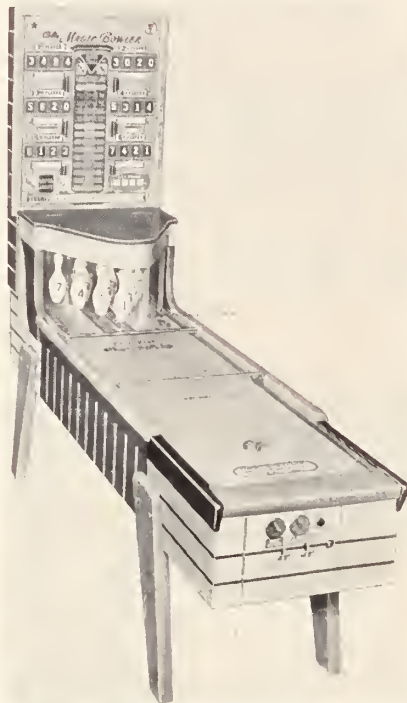
BLUE RIBBON — shuffle-bowling game similar to "MYSTIC-BOWLER" but with added Bonuscore.



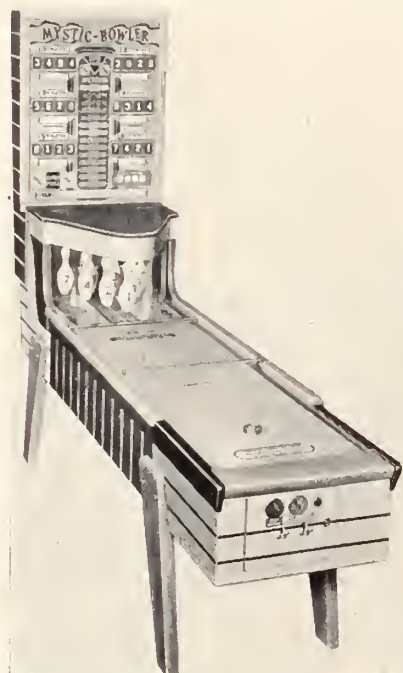
GOLD MEDAL — shuffle-bowling game identical to "Blue Ribbon" but with match-feature.



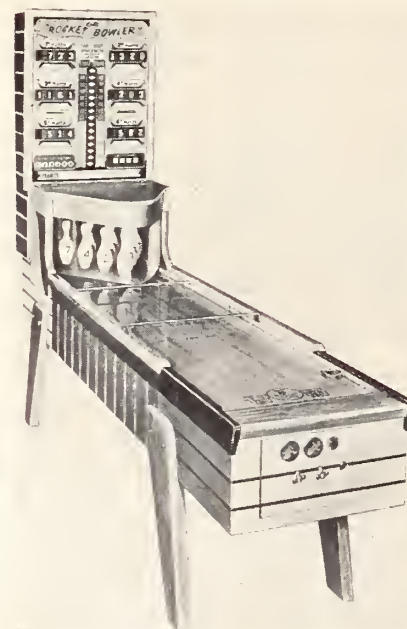
JET BOWLER — shuffle-bowling game identical to "ROCKET BOWLER" but with match-feature.



MAGIC-BOWLER—shuffle game identical to "MYSTIC-BOWLER" but with match-feature.



MYSTIC - BOWLER — shuffle-bowling game with speed-control feature and super-strike feature.



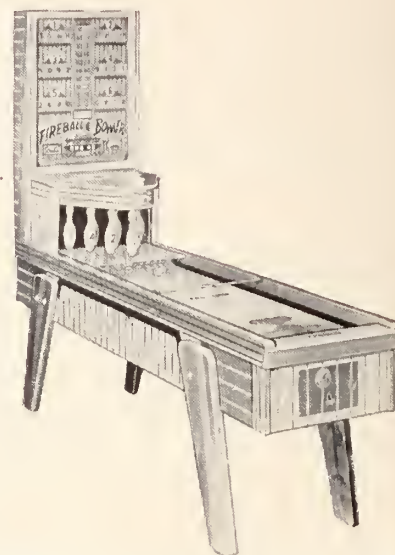
ROCKET-BOWLER — shuffle-bowling game with speed-control scoring-feature.

BOWLERS

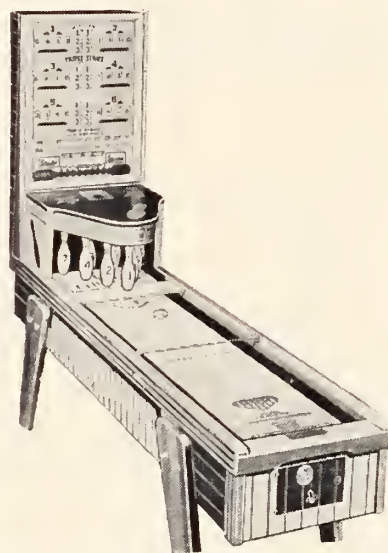
CHICAGO COIN MACH. CO.



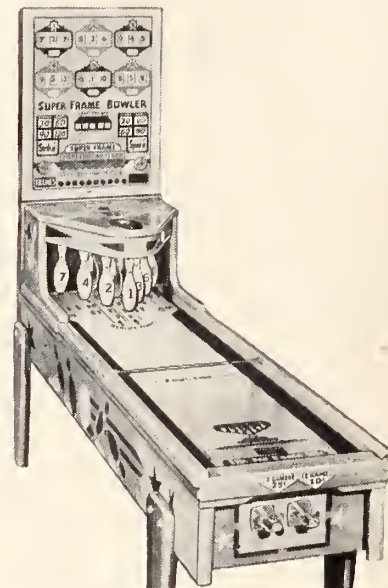
HOLIDAY BOWLER—Point Credit Totalizer shows player accumulated number of credit points he will score by matching a Number, Star and Crown.



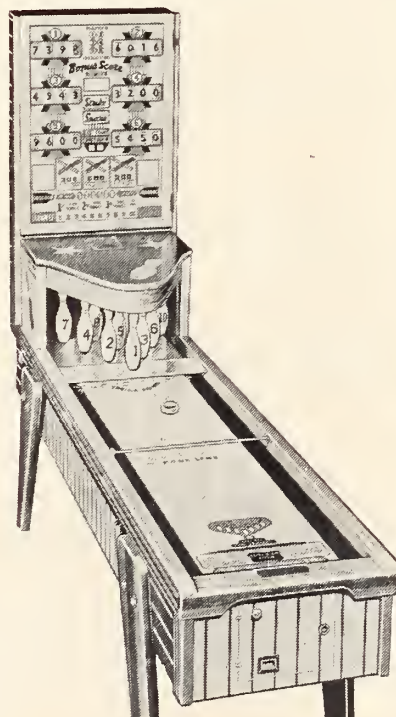
FIREBALL BOWLER—Features "Flash-O-Matic" scoring with traveling score lites in formica playfield.



TRIPLE STRIKE BOWLER—When player scores 3 strikes he gets an "Extra Bonus of 600".



SUPER FRAME BOWLER—Player by matching the number lit in the 11th or Super Frame can add from 200 to 500 points.



BONUS SCORE BOWLER—Each player shoots 3 consecutive frames before the next player gets his turn.



HOLLYWOOD BOWLER—New Flashing "Hollywood Beauties" animate back glass to indicate additional scoring points.

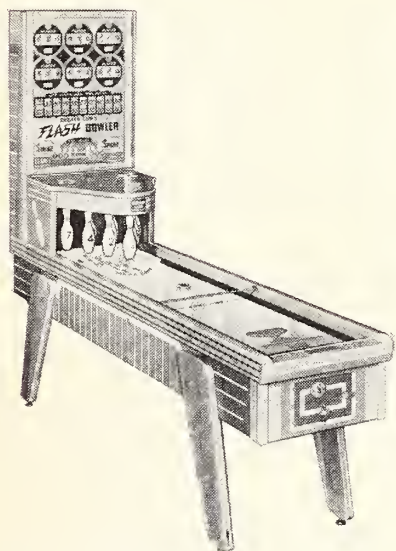
AMUSEMENT MACHINES — JULY, 1954 To JUNE, 1955

BOWLERS

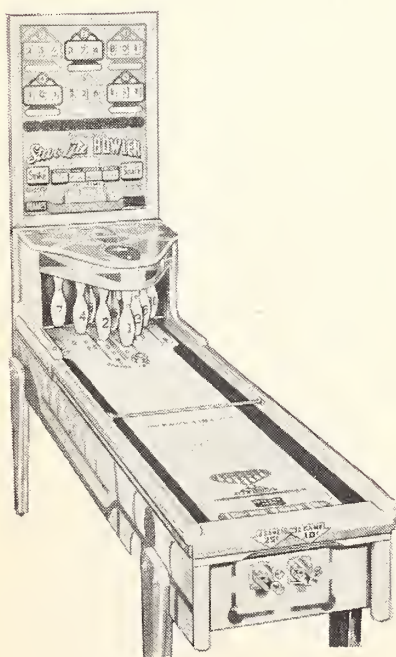
CHICAGO COIN MFG. CO.



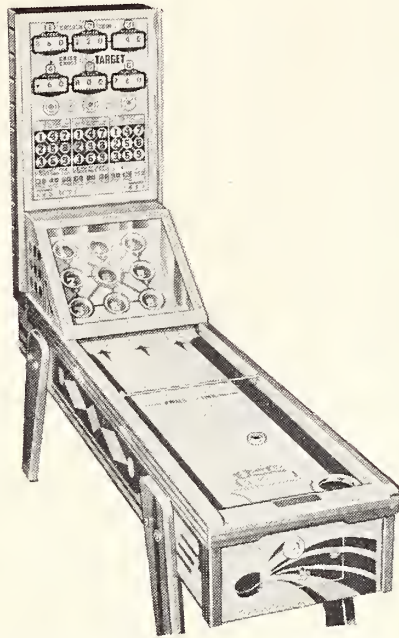
FEATURE BOWLER—Player by shooting skillfully in the 11th frame, gets 1, 2, or 3 extra feature frames to add points.



FLASH BOWLER — New "Flash-O-Matic" Scoring with traveling score lites.



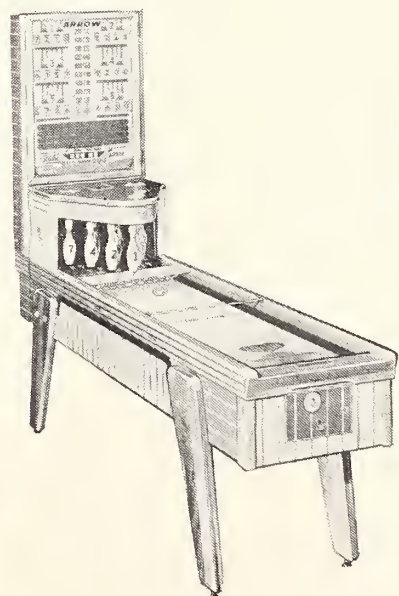
STARLITE BOWLER—Matching features begin in the first frame and continue in every frame until the game is over.



CRISS CROSS TARGET—100% skill skee-type game.



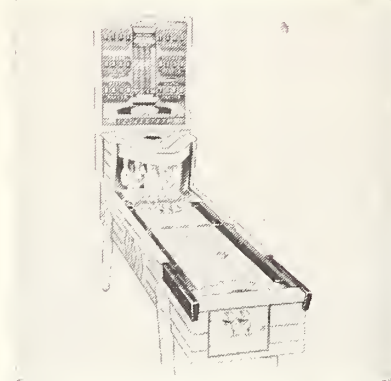
THUNDERBOLT BOWLER—New 4 way match play with "Flash-O-Matic" scoring.



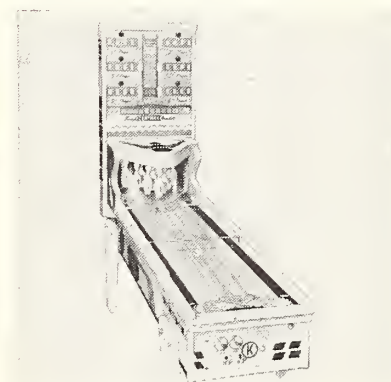
ARROW BOWLER—New suspense "Arrow-Lite" feature. New 4 way match play.

BOWLERS

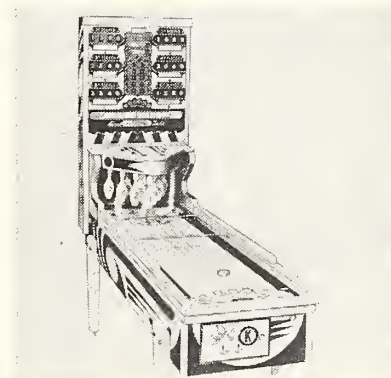
J. H. KEENEY & CO., INC.



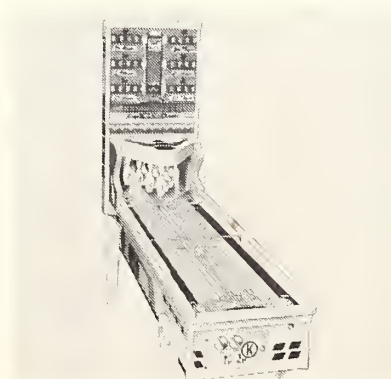
SPEED LANE bowling game (Palisades Bowler)—Speed Lane can be speedily converted to a Palisades Bowler by merely sliding in a new backglass.



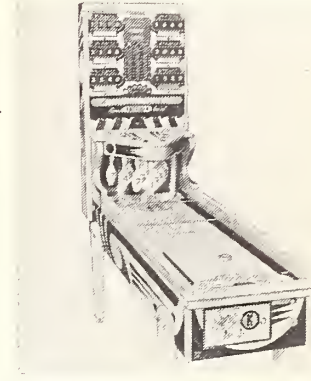
CENTURY bowling game—6 player bowler with the Keeney "Changing Values" at the start of every frame.



AMERICAN bowling game—6 player bowler with "Changing Values" in which strikes, spares and blows double in the 3rd & 7th frames and triple in the 5th and 10th frames.

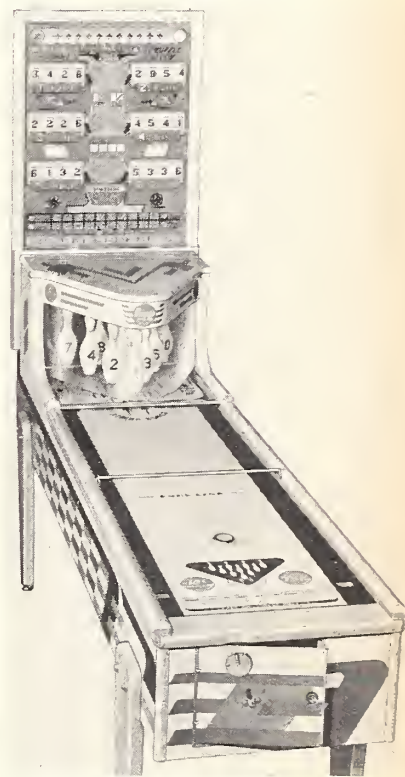


BIKINI bowling game—6 player bowler that features "Changing Values". Scoring values of strikes, spares and blows shuffle automatically after each frame.



NATIONAL bowling game—6 player bowler that features "Changing Values" and "Unlimited Scoring" that permits the player to play as long as he strikes in the 10th frame.

UNITED MFG. CO.



11th FRAME—with new high scores. One to six can play.

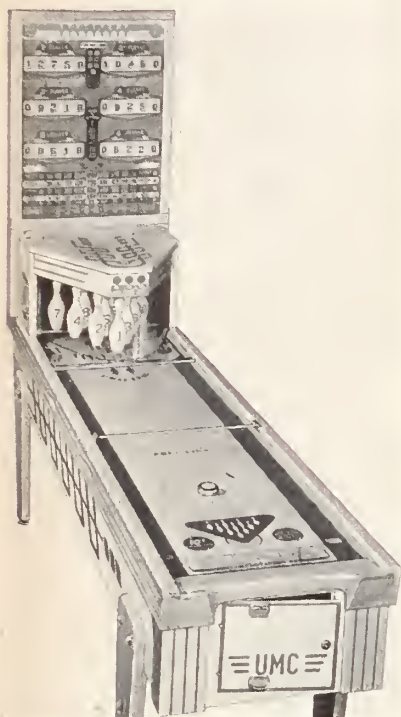


MARS—Six Player shuffle alley with double triple strike scores.

AMUSEMENT MACHINES — JULY, 1954 To JUNE, 1955

BOWLERS

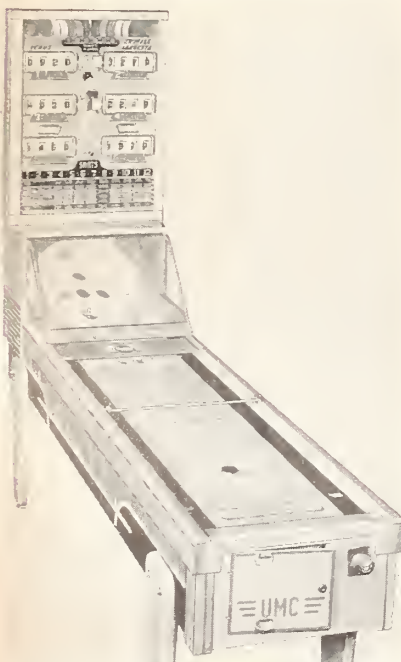
UNITED MFG. CO.



CAPITOL—6 Player Shuffle Alley with new 10th Frame Strike feature.



MERCURY—New triple match feature. Carry-over feature. Star number lites letters.



VENUS—6 Player shuffle targette with new 4 way double clover match feature.



DERBY ROLL—Race Horse animation. Each player gets 3 horses. Horses selected on mystery basis as coins deposited.

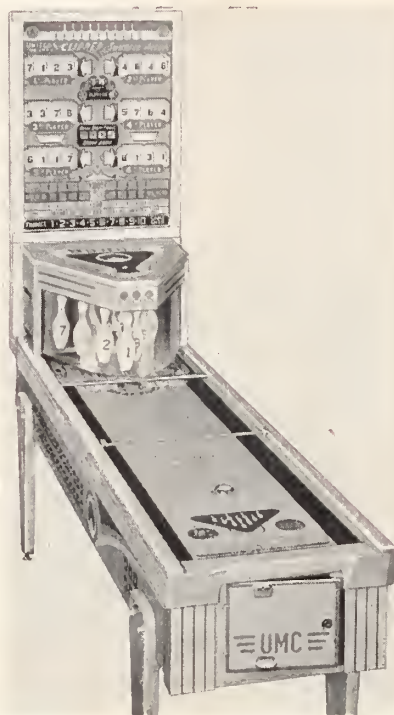


LIGHTNING—Strike-A-Matic synchro-flash feature. Top score 9600. Triple match feature.

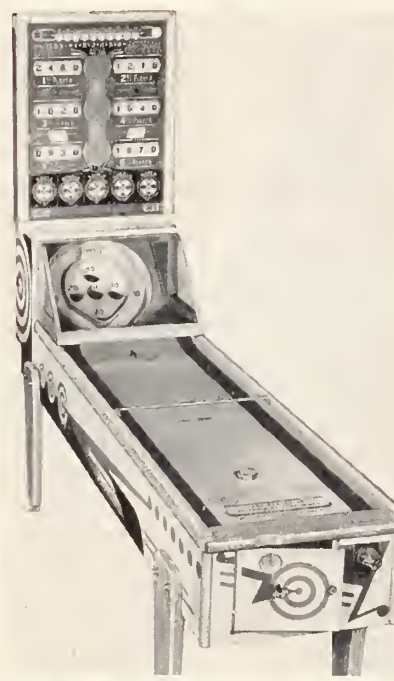


COMET—Shuffle type skee-skill game with new progressive scoring.

BOWLERS



CLIPPER — New match-a-score and Frame-Strike score features. Also Strike-a-matic feature.



SHUFFLE TARGETTE—6 player shuffle type skee-targette game. Single, double, triple, quadruple, quintuple scoring.

GUNS



STAR SHOOTING GALLERY



SPORTLAND SHOOTING GALLERY



MODEL "500"

GUNS

EXHIBIT SUPPLY



SHOOTING GALLERY

GENCO MFG. CO.

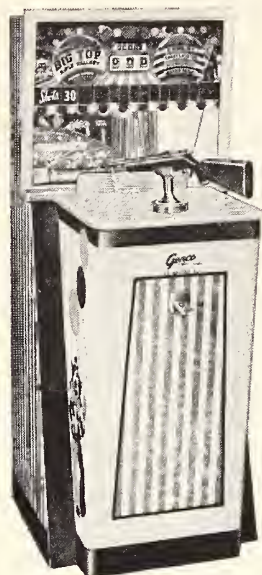


WILD WEST

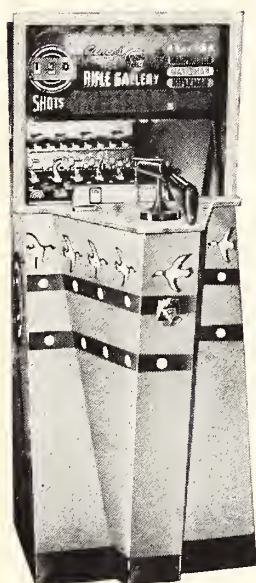
AMUSEMENT MACHINES — JULY, 1954 To JUNE, 1955

GUNS

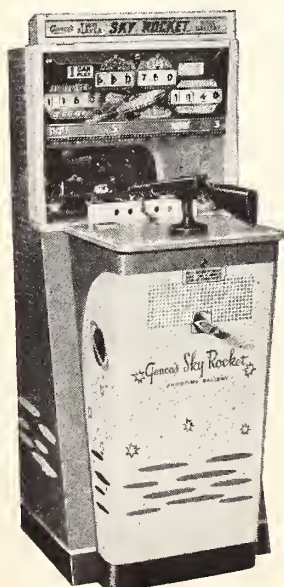
GENCO MFG. CO.



BIG TOP



RIFLE GALLERY



TWO PLAYER SKY ROCKET

J. H. KEENEY & CO., INC.

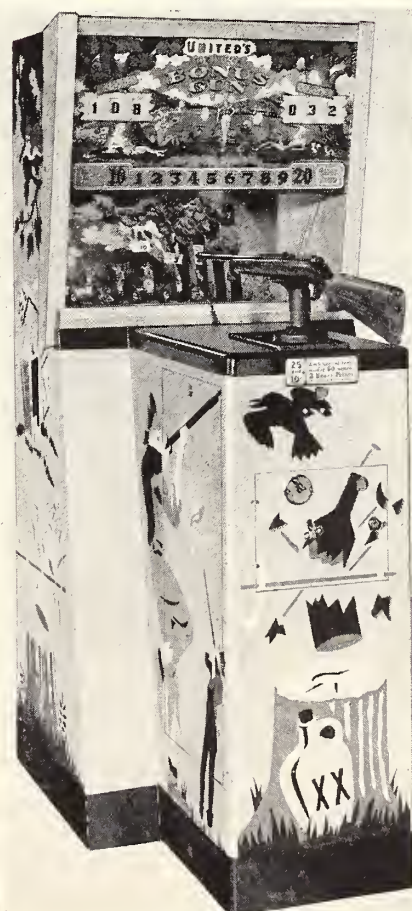


SPORTSMAN



RANGER

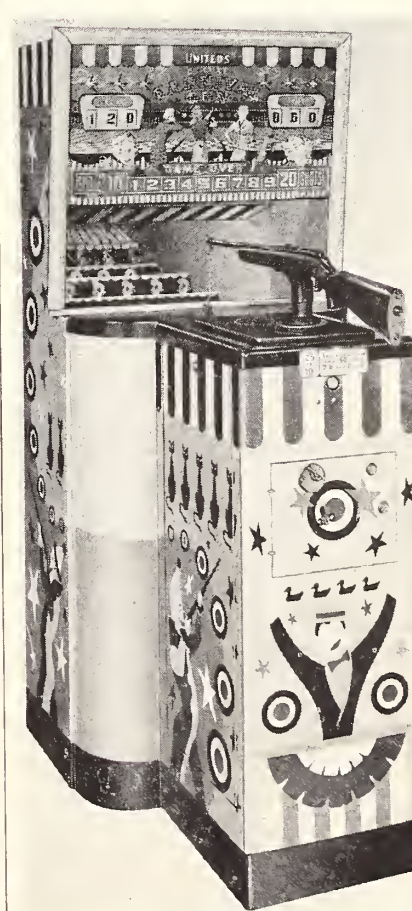
UNITED MFG. CO.



BONUS GUN



JUNGLE GUN



CARNIVAL GUN

GUNS

WILLIAMS MFG. CO.



JET FIGHTER



SAFARI



POLAR HUNT

KIDDIE RIDES
BALLY MFG. CO.



THE CHAMPION

AMUSEMENT MACHINES — JULY, 1954 To JUNE, 1955

KIDDIE RIDES

BALLY MFG. CO.



BULLS EYE



PETE THE RABBIT (One Rider)



HOT ROD



PETE THE RABBIT (Two Riders)

EXHIBIT SUPPLY



FERDY THE BULL



TRIGGER



SEA SKATE



SPACE PATROL

KIDDIE RIDES



RUDOLPH THE RED NOSED REINDEER



BIG BRONCO



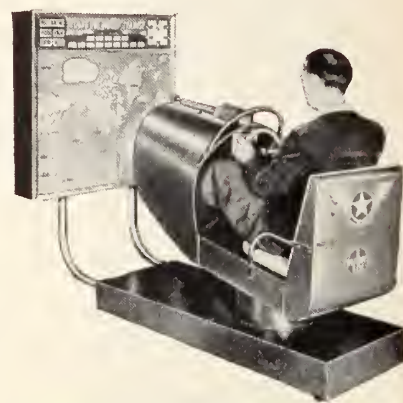
RAWHIDE



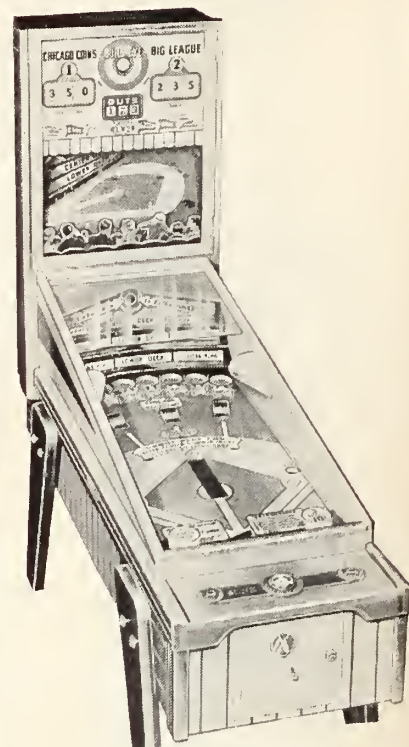
JUNIOR JET

ARCADE

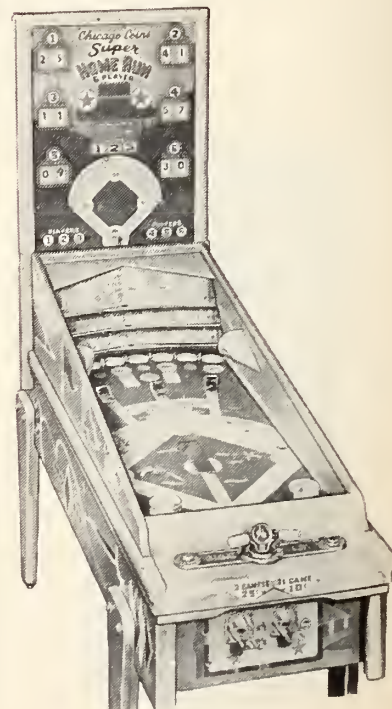
CHICAGO COIN MACH. CO.



ROUND THE WORLD TRAINER



BIG LEAGUE BASEBALL

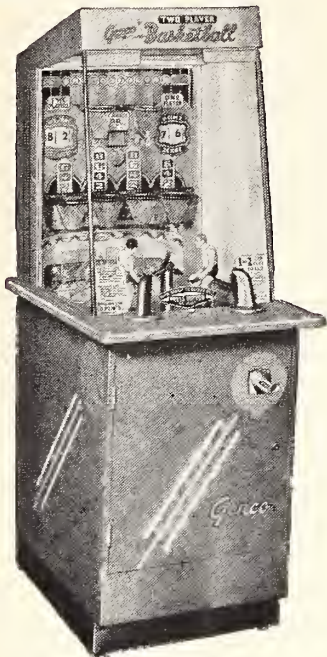


SUPER HOME RUN

AMUSEMENT MACHINES — JULY, 1954 To JUNE, 1955

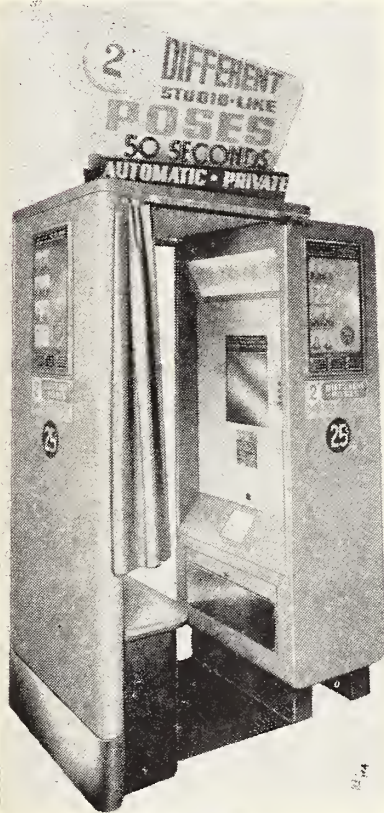
ARCADE

GENCO MFG. CO.

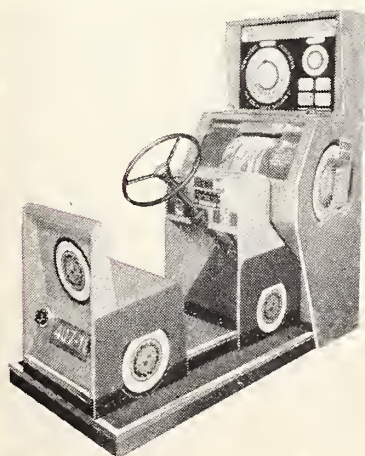


2 PLAYER BASKET BALL

INTERNATIONAL MUTO. CORP.



PHOTOMAT



DRIVEMOBILE



MUTOSCOPE MOVIES



MYSTIC SWAMI

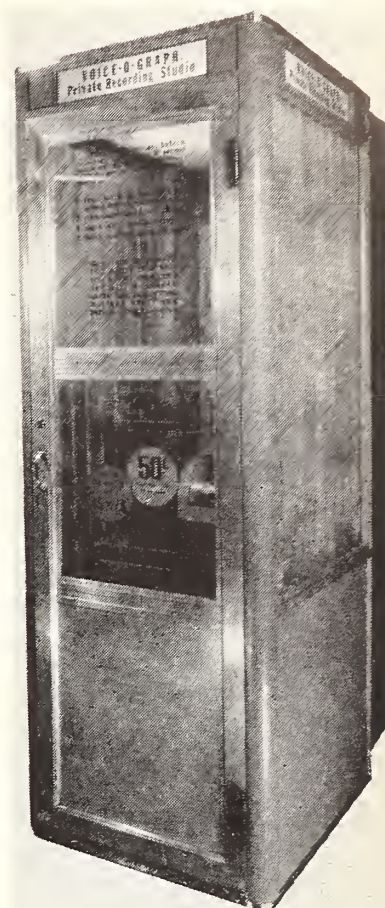


TUNGO GRIP SCALE



ZELDA THE MYSTERIOUS

ARCADE

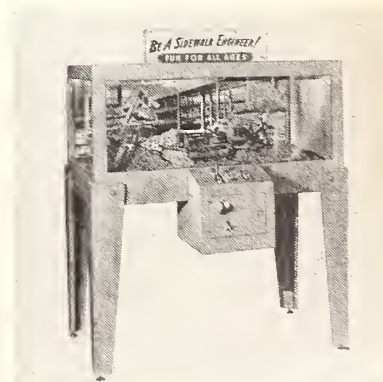


VOICE-O-GRAPH

WILLIAMS MFG. CO.



SELECT-A-TRAIN



SIDEWALK ENGINEER

AMUSEMENT MACHINES — JULY, 1954 To JUNE, 1955

INLINES

BALLY MFG. CO.



VARIETY



GAYETY

INLINES



MANHATTAN

FIVE BALLS

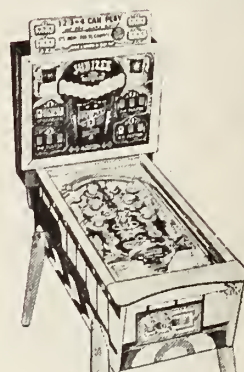
D. GOTTlieb & CO.



LADY LUCK



SOUTHERN BELLE

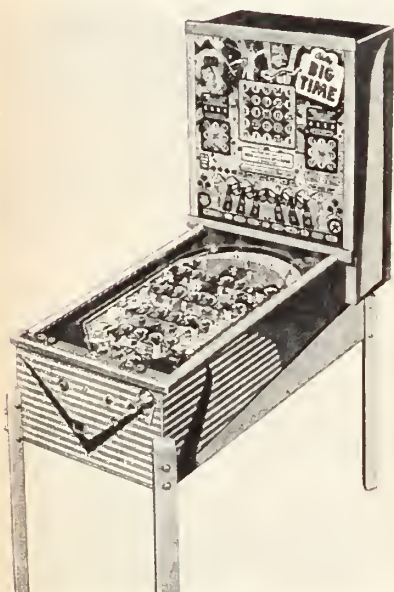


JUBILEE

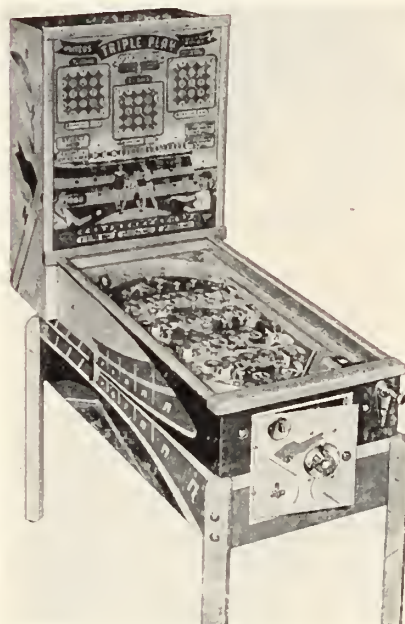


DAISY MAY

UNITED MFG. CO.



BIG TIME



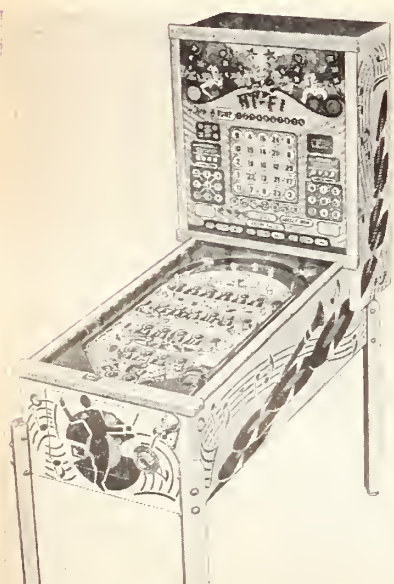
TRIPLE PLAY



SINGAPORE



TROPICANA



HI-FI



NEVADA

AMUSEMENT MACHINES — JULY, 1954 To JUNE, 1955

FIVE BALLS

D. GOTTLIEB & CO.



GOLD STAR



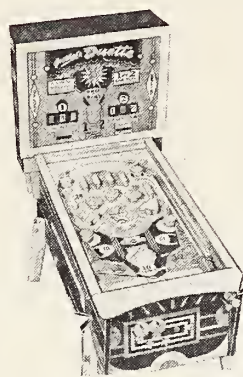
DIAMOND LIL



DRAGONETTE



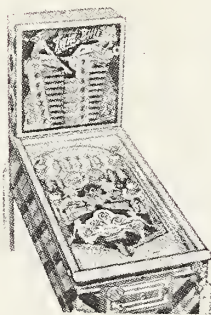
SUPER JUMBO



DUETTE



SLUGGIN' CHAMP



TWIN BILL

WILLIAMS MFG. CO.



SPITFIRE

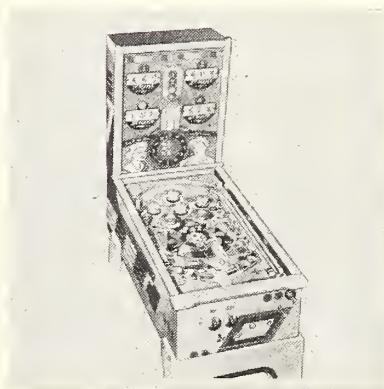
FIVE BALLS



LULU



SKYWAY



RACE THE CLOCK



BIG BEN



COLORS



STAR POOL



WONDERLAND



KING OF SWAT

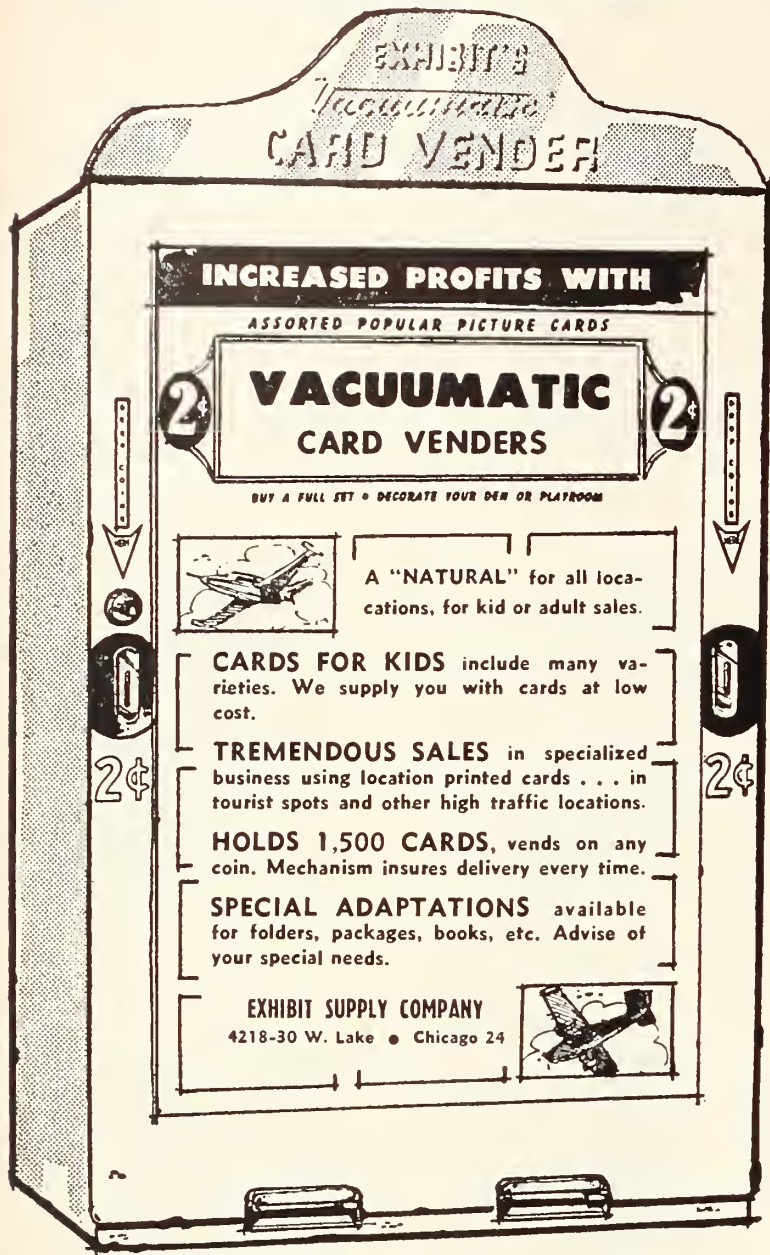


PETER PAN



CUE-TEE

FOOL-PROOF! PROFIT-PACKED! MULTI-PURPOSE VENDER!



Congratulations "Cash Box"

Jack Simon

SIMON DISTRIBUTING CO.
2833 W. Pico Blvd., Los Angeles, Calif.

AMUSEMENT MACHINES JULY 1954 To JUNE 1955

FIVE BALLS

WILLIAMS MFG. CO.



SCREAMO



DAFFY DERBY

Interpretations By Federal Government On Shuffle Game License And Use Of Prizes Favorable— Only \$10 License Needed

CHICAGO—Because some amusement operators have again run into the problem in their areas as to whether they can, or cannot, operate shuffle games and, at the same time, offer prizes for play stimulation and still purchase the \$10 Federal License, instead of the \$250 Federal License, the following interpretations made by Federal Government officials of the U. S. Treasury Department may prove of value to these operators faced with this problem.

U. S. TREASURY DEPARTMENT

WASHINGTON 25

Jan. 24, 1952

OFFICE OF
COMMISSIONER OF INTERNAL REVENUE

ADDRESS REPLY TO
COMMISSIONER OF INTERNAL REVENUE
AND REFER TO

ExT:M:EL

First Distributors
1750 West North Avenue
Chicago 22, Illinois
Attention: Mr. Wallace Finke

Gentlemen:

Receipt is acknowledged of your letter of January 16, 1952, wherein you request to be advised if the operators of a coin-operated shuffle bowling game are liable for the wagering taxes imposed by sections 3285 and 3290 of the Internal Revenue Code. You state that the games are placed in various locations on a percentage arrangement with the proprietors and are operated in the following manner:

"In running these games the location will award a numbered ticket to any participant who achieves a score above a certain amount, such as, 175. This ticket is considered a skill award because of the score. In the location there is placed a board or panel on which there are mounted various prizes, each bearing a number. If the number of the prize corresponds with the number on the ticket received by the player, the player is awarded the prize."

Section 3285 of the Internal Revenue Code imposes a tax of 10 percent, effective November 1, 1951, on all wagers placed in a lottery conducted for profit. Accordingly, all such wagers accepted on or after November 1, 1951, are subject to the 10 percent excise tax.

In addition to the above-mentioned excise tax, there is imposed by section 3290 of the Code, effective November 1, 1951, a special or occupational tax of \$50.00 per year on each person who is liable for the excise tax on wagering, and on each person who is engaged in receiving wagers for or on behalf of any person so liable.

Section 325.22(d) of Regulations 132, pertaining to the wagering tax, states that no tax shall be imposed with respect to any wager placed in a coin-operated device with respect to which an occupational tax is imposed by section 3267.

In view of the foregoing, since a coin-operated shuffle bowling game is considered to be a coin-operated amusement device, subject to the \$10.00 per year special tax imposed by section 3267 of the Code, no liability for the wagering taxes imposed by sections 3285 and 3290 of the Code would be incurred with respect thereto.

However, with respect to the tickets or chances which are awarded in connection with the successful operation of the machine, if such tickets or chances are used in any other manner except that described, that is, sold outright to individuals, such operation would be considered to be the operation of a lottery conducted for profit and would be subject to the 10 percent excise tax and the \$50.00 per year occupational tax imposed by the above-mentioned sections of the Code.

Very truly yours,
R. J. Bopp
Acting Deputy Commissioner

(Reprinted from "The Cash Box" May 7, 1955 Issue)

"It's What's in THE CASH BOX That Counts"

Interpretations By Federal Government On Shuffle Game License And Use Of Prizes Favorable— Only \$10 License Needed

CHICAGO—Because some amusement operators have again run into the problem in their areas as to whether they can, or cannot, operate shuffle games and, at the same time, offer prizes for play stimulation and still purchase the \$10 Federal License, instead of the \$250 Federal License, the following interpretations made by Federal Government officials of the U. S. Treasury Department may prove of value to these operators faced with this problem.

U. S. TREASURY DEPARTMENT WASHINGTON 25

Dec. 4, 1951

OFFICE OF
COMMISSIONER OF INTERNAL REVENUE

ADDRESS REPLY TO
COMMISSIONER OF INTERNAL REVENUE
AND REFER TO

ExT:M:GSH

W. D. Gousset Sales Company, Inc.
129 East Court Street
Kankakee, Illinois

Gentlemen:

Further reference is made to your letter of October 10, 1951, with which you enclosed an excerpt from Bureau letter, dated May 8, 1950, which contained a ruling under which you have been operating a number of amusement devices called "shuffle alleys". The device is classified in such excerpt as a coin-operated amusement device. The method by which these devices are operated has caused a variance in opinions among deputy collectors in your area, as to whether such machines are amusement or gaming devices, and whether the special tax liability of \$10.00 or \$150.00 per year, per machine, would be incurred with respect thereto. You request a ruling as to the proper classification of this type of machine, when operated in the manner set forth below, and also to be advised as to the tax liability which would be incurred in connection therewith.

You state that you own and operate shuffle alleys in taverns, restaurants and similar places of business, and that tax at the rate of \$10.00 per year, per machine has been paid with respect thereto. You also state that you operate these games in two ways. One method is to offer a free coupon to each customer who scores at least 150 points or more. Each ticket is numbered and should that number correspond with a numbered prize on a large premium display board, the customer holding such numbered ticket receives this prize free of charge. One of the more valuable prizes is reserved for the grand prize and is given to the player making the highest score in a designated period. This period is usually the length of time required to pass out all of the regular prizes. A second method of operation is to give each player a free coupon regardless of the score made. This coupon is used to award prizes in the same way as described above.

The device known as "shuffle alley", where the insertion of a coin activates the machine by releasing pucks or discs for playing in a manner similar to a "skee ball" machine where balls are released, is distinguishable from the conventional type of shuffle board which is not operated by means of the insertion of a coin, token or similar object, and is, accordingly, not taxable under the provisions of section 3267 of the Code. The successful operation of a shuffle alley is determined by the player's skill in pushing the discs or pucks over the playing surface (manual operation) and the insertion of the coin merely releases such discs or pucks for play. The device is thus distinguished from those machines, the successful operation of which is determined by the application of the element of chance, such as slot machines, dice games and pinball machines, where prizes are offered for certain designated scores.

Accordingly, the device "shuffle alley", regardless of whether or not prizes are offered for high scores, is considered by the Bureau to be a coin-operated amusement device within the meaning of section 3267 of the Code. The special tax of \$10.00 per year, per machine would be incurred by the person who maintains for use or permits the use of, on any place or premises occupied by him, such coin-operated amusement device.

Very truly yours,
Charles J. Valaer
Deputy Commissioner

(Reprinted from "The Cash Box" May 7, 1955 Issue)

Sensational New MUTOSCOPE Money Makers

● Multi-Pose Photomat

Photos of exceptional quality in 50 seconds after last pose.

● Mystic Swami

Popular fortune telling machine. Oriental life-like moving figure.

● Mysterious Zelda

Female counterpart of Swami fortune telling machine. Life-like action.

● Tunga Grip

Everyone likes to show-off his strength. Mechanical operation only.

● Drivemobile

Open highway to sure profits. Real driving action with universal appeal.

● Voice-O-Graph

Capacity 300 records. 45 R.P.M. or 78 R.P.M. . . . customer's choice.

● Mutoscope Movies

Steadiest money-maker in coin machine field for over 50 years.

● K.O. Champ

Knockout for any location. Competitive 2 player amusement machine.

Write for Details

INTERNATIONAL MUTOSCOPE CORPORATION

44-02 11th Street, Long Island City 1, N. Y.

Telephone: STillwell 4-3800

GAMES, INC. MANUFACTURERS

Now Manufacturing

The Hunter

Designed for Club Operation

PARTS FOR SADDLE & TURF
AND ALL AMUSEMENT GAMES FORMERLY
MANUFACTURED BY:

H. C. EVANS & CO.

NOW AVAILABLE FROM

GAMES, INC.

663 NORTH WELLS ST., CHICAGO 10, ILL.

(All Phones: Mlchigan 2-5101)

Do-It-Yourself:

**CONVERT YOUR SEEBURG M100-A's
TO 45 RPM and SAVE MONEY . . .
INCREASE YOUR TAKE!**

The Nelson Modernization Kit enables operators with Seeburg M100-A's to convert to 45 rpm quickly, easily and at low cost . . . so low, in fact, that the savings made possible by newly reduced 45 rpm disk prices will soon pay for the cost of this kit!

Most operators can install the Nelson Modernization Kit themselves . . . in approximately one hour . . . and without the use of special tools.

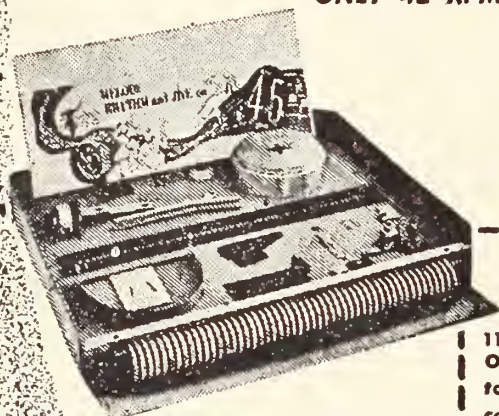
Remember, the low price of the Nelson Modernization Kit is all you pay . . . there are no extras . . . no installation fees. Buy direct from the manufacturer and install-it-yourself.

Check the many advantages of 45 rpm operation and write today for full details!

Enables operators to buy good used Seeburg M100-A's, and upgrade locations.

ONLY 45 RPM PLAY GIVES OPERATORS

- ... Advantages of Disk Price Reduction
- ... Better Sound Reproduction
- ... Longer Record Wear
- ... Less Storage Space
- ... Opportunity to Ease Into Dime Play thru 45 EP's!



**Nelson Modernization
Kit for Seeburg
M100-A to
45 RPM.**

FOR COMPLETE DETAILS, FILL OUT AND RETURN THIS COUPON NOW!

D. W. PRICE CORP. Manufacturers

11167 W. PICO BLVD. LOS ANGELES 64, CALIFORNIA
O.K. . . . Show me how I can convert my Seeburg M 100-A
to 45 rpm play . . . and pay for conversion out of record
costs! Please rush information to:

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

NOW DELIVERING
Williams Sensational Baseball Game
KING OF SWAT
Gottlieb's Outstanding 5 Ball
SOUTHERN BELLE
PLUS Other Leading Games

WANTED →

SEEBURG M100A's and B's
WILLIAMS & GOTTLIEB 5 BALLS
Send in complete lists

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and
United Distributors.

TRIMOUNT

**Remember
IN NEW ENGLAND
IT'S TRIMOUNT!**

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

RECONDITIONED-READY TO OPERATE

ROCK-OLA Model 1436 **\$285.**
ROCK-OLA Model 1438 Comet **585.**

(with Receivers—add \$20.)

J. ROSENFELD COMPANY

4701 WASHINGTON STREET, ST. LOUIS 8, MISSOURI

**GET PEAK PLAY
with the BEST
RECONDITIONED EQUIP.**

**Bally
SPACE SHIP \$249.50**

Exhibit STAR SHOOTING GALLERY \$225.00
Williams SUPER JET GUNS 295.00
Keeney RANGER GUN WRITE
Keeney RANGER GUN DELUXE WRITE

WRITE — WIRE — PHONE TODAY!

We are exclusive factory distributors for:

BALLY - WILLIAMS - ROCK-OLA

LAKE CITY AMUSE. CO.
4533 PAYNE AVE., CLEVELAND, O.
(Tel.: HE 1-7577)

Op's Plane Capsizes

ESCANABA, MICHIGAN — The seaplane of coinop Art Dausey of Munising, Michigan, capsized here this past week, just as he was taxiing for a takeoff.

According to Dausey, "A gust of wind caught the wing of the plane and tipped it over completely in 25 feet of water."

The Coast Guard came to the rescue. Both Dausey and the plane were rescued.

Dausey was uninjured and the plane received only minor water damage.

**Pavesi Re-Elected
Pres. Westchester
Music Guild**

**Klein, Pollak and Tartaglia
Also Re-Elected To
Same Offices**

PORT CHESTER, N. Y.—The members of the Westchester Operators Guild, at a general meeting held on Monday night, June 20, held an election and the popular officers were re-elected in all cases.

Voted back into office were: Carl Pavesi, president; Max Klein, vice president; Seymour Pollak, secretary; and Louis Tartaglia, treasurer.

Elected to serve on the Board of Directors were: James A. Smith, Edward Goldberg, Harold Rosenberg and Meyer Budinoff.

July and August meeting of the Guild will not be held, unless some emergency comes up. The officers and Board, however, will meet at regular intervals.

**4 More Distribs
Join NCMDA**

CHICAGO—Al Schlesinger, managing director, National Coin Machine Distributors Association, this city, advised that four new members joined the organization this week.

These firms are Young Distributing Company, New York, N. Y.; H. M. Branson Distributing Company, Louisville, Ky.; Western Distributors, Inc., Portland, Ore. and Padorex, Lausanne, Switzerland.

**Houston, Tex., Firm
Moves To New Quarters**

SAN ANTONIO, TEXAS — The ABC Coin Machine Company, this city, reports that it has moved to a larger and more spacious building at 3124 South Flores Street, so that it might better serve its many friends and customers.

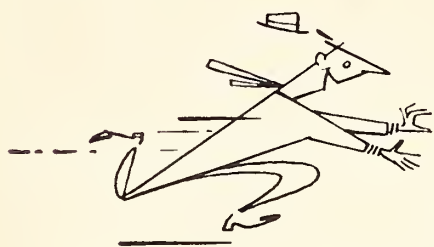
The new building is more centrally located. ABC, in business for eighteen years, handles all lines of music and coin operated equipment.

**Constitution and By-Laws
To Be Presented By Boston
Assn. For Ratification**

BOSTON, MASS.—Lucius Foster, executive secretary of the Massachusetts Music Operators Association, advised that the constitution and by-laws have been drafted and will be presented at the next meeting, July 14, at the Hampton Court Hotel, this city, for ratification.

David J. Baker, president, stated that the association is being reorganized into a "tight knit, streamlined well geared trade organization."

IT'S THE NEW MODEL!



FASTER (4 miniature portraits every 30 seconds)

BRIGHTER (electronic lighting—stops all action)

SHARPER (better photographs than ever)

SMARTER (styled to invite patronage)

**WRITE TODAY
FOR
FULL DETAILS**

*All new model 11
Auto-Photo Studio*

**Get your order
in NOW to assure
early delivery**

See your Auto-Photo Distributor or write, wire or phone

AUTO-PHOTO CO., INC.
1452 So. SAN PEDRO · LOS ANGELES 15, CALIFORNIA

Phone Richmond 7-7591

Genco Ships New Baseball Game

CHICAGO — Genco Manufacturing & Sales Company, this city, announced shipment of its newest amusement machine "Two Player Champion Baseball."

Executives of the firm are enthusiastic over the acceptance of the machine by its distributors, "Sample shipment orders have been greater than for any of our past machines", stated a top official.

They describe the game as one which features three outs per inning for three innings, and is also adjustable to one or two innings if the operator so desires. The average playing time is one and a half minutes for a three inning game.

"Champion Baseball" includes the following features: The ball actually flies thru the air when it is hit by the bat; the ball is realistic in appearance, being made of white plastic and is the size of a ping pong ball; the bat is also unusually realistic—made as a miniature wooden model of a big league bat; the player can easily hit fouls, fly balls or grounders; the ball is pitched and hit in mid-air, scoring singles, doubles or triples (if hit into the area so designated), or into the home run sections of the back field, where 3, 5 or 10 runs may be scored; if the ball is hit "over the fence", a

variable value worth from 10 to 50 extra runs is scored; in the center of the "over the fence" sections, there is a "pennant" hole which is adjustable and automatically gives the player 100 extra bonus runs; it has nine 3-dimensional plastic players on the field; the playfield is protected by a brightly lit glass showcase which allows all on-lookers a good view of the action; the game has a (single) or multiple—adjustable replay on high scoring; it has a match feature which is adjustable to give a free game if the operator desires; there is a "pennant hold-over" feature which is connected with the 100 bonus pennant hole—also adjustable; the game is easily serviced with most of the mechanical and electrical components in full and convenient view with the opening of the back door of the cabinet; a separate lock for the cash box has been installed; and has a beautifully designed cabinet which is attractively lit.

SPECIAL!

**BINGO & SHUFFLE GAMES
AT CLOSEOUT PRICES**

CALL NOW!

PURVEYOR DIST. CO.

4322 N. WESTERN, CHICAGO, ILL.
JUNIPER 8-1814

Looking for Business Connections in Europe?

The AUTOMATEN-MARKT, coin machine magazine published in five languages (Dutch, English, French, German and Spanish) is the ONLY comprehensive source of information for the European coin machine industry. Please ask for free specimen copy.

Comment nouer des relations d'affaires en Europe?

L'unique et vraiment importante source d'informations sur l'industrie automatique c'est l'AUTOMATEN-MARKT, revue de la branche, paraissant en cinq langues: anglais, français, espagnol, hollandais et allemand. Demander spécimens gratuits.

?Esta Ud. buscando relaciones comerciales con Europa?

La única fuente verdaderamente caudalosa de informaciones sobre la industria europea de autómatas de moneda es el AUTOMATEN-MARKT, la revista deramo, publicada en cinco lenguas (inglés, francés, español, holandés y alemán).

Sírvase pedir un ejemplar de muestra gratuito.

Wilt U in Europa nieuwe relatie's aanknopen?

De enige volledige informatiebron over de munt-automatenindustrie in Europa is de Automatenmarkt, het in vijf talen verschijnende vakblad. (Engels, Frans, Spaans, Nederlands, Duits.)

Wij zenden U graag een gratis proefexemplaar toe.

AUTOMATEN MARKT

2, Munzstrasse, Braunschweig
Germany — Allemagne — Alemania

CONGRATULATIONS

to

BILL GERSH

and

CASH BOX

on its 13th Anniversary

AVRON GENSBURG

RALPH SHEFFIELD

GENCO

MFG. & SALES CO.
2621 N. Ashland Avenue
Chicago 14, Illinois

★ IMPORTERS ★

WE HAVE 20 YEARS' EXPERIENCE IN
EXPORT SALES • EXPORT SHIPPING • EXPORT FINANCING

Now Shipping:

- ★ SEEBURG M 100A, M 100B, M 100C
- ★ AMI E 120, E 80
- ★ WURLITZER LATE MODELS
- ★ BALLY BINGO GAMES
- ★ GENCO, EXHIBIT RIFLE GAMES

CABLE FOR OUR LOW CIF PRICES

WE ARE DISTRIBUTORS FOR:
AMI, GENCO, BALLY, KEENEY, GOTTLIEB
and other leading Manufacturers
Cable Address: BAGERSAL LOS ANGELES

BADGER SALES COMPANY, INC.

2251 WEST PICO BOULEVARD

LOS ANGELES 6, CALIFORNIA

ATLANTIC PERFECT CONDITIONING

Special This Week

SEEBURG M 100 A	\$225.00
SEEBURG HM 100 A Hideaway.....	200.00
WURLITZER 1015	30.00

Terms: One-Third Deposit, Balance C.O.D.

FOREIGN and DOMESTIC

Congratulations to THE CASH BOX
on its 13th Anniversary

ATLANTIC PENNSYLVANIA CORPORATION

Exclusive Seeburg Distributors

334 N. BROAD STREET, PHILA. 2, PA. TEL. LOCUST 4-4415

Exhibit Introduces New Gun



FRANK MENCURI

CHICAGO—Frank Mencuri of Exhibit Supply, this city, announced this past week, production on the firm's new shooting gallery, "Treasure Cove".

"This is the first of a series of new machines", said Mencuri, "produced through the efforts of our new, enlarged engineering staff.

"We feel quite sure", he continued,

"that 'Treasure Cove' is the best, by far, of any gun game we have yet produced.

"New features on 'Treasure Cove' are a hinged cash box door never before used on any coin machine and a 'cigarette proof' formica top which literally makes the top of the machine an ash tray.

"Another great innovation", Mencuri went on, "is the match game feature which can be inserted in the back of the machine by the operator without factory readjustment."

"Treasure Cove" is a 25 shot, 10¢ play machine with a miniature shooting gallery for a backdrop.

Swimming ducks are the first target. After which the targets are pipes in pirate's mouths. A lighted airplane and a lighted parachute as well as a flag, which lights up with the last five shots.

Scoring is determined by whether or not the targets are lit. A bonus is given for consecutive target hits.

"We are also very proud", concluded Mencuri, "of the fact that, while 'Treasure Cove' has the appearance of a much larger game, it will actually go through a 30 inch door.

"Tests have proved that 'Treasure Cove' is a real moneymaker. We invite distributors and operators to see for themselves just how successful it can be."

AMI Service School Graduates More Men



Wetzel Joins Wertz As Partner In Wertz Music

RICHMOND, VA.—With the announcement of the addition of the Maryland, Washington, D. C., and Delaware territories to the states it is now covering, as well as the opening of offices in Baltimore, Md., Dan Wertz also advises that Cliff Wetzel, well known Virginia operator, has joined him as a full partner in both offices of Wertz Music Supply Company.

The firm is distributor for the line of phonographs of Rock-Ola Manufacturing Corporation.

A.B.T. Mfg. Will Close July 29 For Annual Two Weeks Vacation

CHICAGO—A.B.T. Manufacturing Corporation, this city, will close its factory on Friday, July 29, and will remain closed for two weeks annual vacation period until Monday morning, August 15.

Some executives will be on hand but there will be no shipments or manufacturing conducted during this two-week period.

GRAND RAPIDS, MICH. — The latest group to graduate from the AMI factory school celebrates the occasion with a dinner at the Rowe Hotel, this city.

Shown seated from left to right are: S. Brown, J. Krehbiel and C. Bitting, all of the AMI factory; Roland Byington, Central Distributors, Kansas City, Mo.; Walter Jones, Lieberman Music Company, Minneapolis, Minn.; Jack Withrich, Dunis Distributing Company, Seattle, Wash.; Pierre Laniel, Laniel Amusement Inc., Montreal, Quebec and J. Boorsma, AMI.

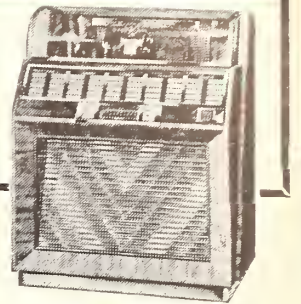
Second row left to right: George Campbell, Laniel Amusement Inc., Montreal, Quebec; Fred Minter, Automatic Phonograph Distributing Company, Chicago, Ill.; John Weller, Western States Distributors, Salt Lake City, Utah; H. Handkins, AMI; L. Desjardins, Laniel Amusement Inc., Montreal, Quebec; A. Mason and R. Fish, both of AMI.

Third row left to right: George Burger, Southern Music Distributing Company, Miami, Fla.; Bob Baird, Central Distributors, St. Louis, Mo.; John Corter, General Music Sales Company, Inc., Baltimore, Md.; T. Wright, AMI; Kenneth Roth, Sheldon Sales Inc., Buffalo, N.Y.; J. W. Haddock, AMI president and R. Hendricks, AMI.

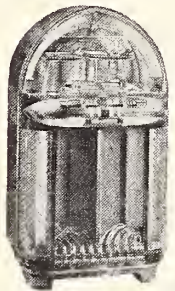
Phonograph Importers Profit More with ATLAS MUSIC COMPANY EXPORT VALUES!

Since 1929, phonograph buyers throughout the world have relied on Atlas for dependable, completely reconditioned equipment at reasonable prices . . . the best of the late models from such

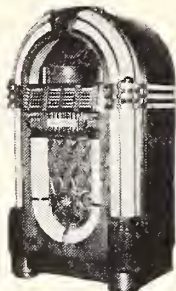
manufacturers as Seeburg, Wurlitzer, A.M.I., Rock-Ola. Reconditioned and refinished by factory methods . . . specially packed and routed for safe, swift overseas transport . . . "like new" performance on arrival!



SEEBURG M-100-A
78 R.P.M.
SEEBURG M-100-B
45 R.P.M.



WURLITZER
1100



WURLITZER
1015



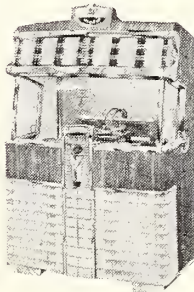
WURLITZER
1500-1550



ROCK-OLA
1422 • 1426 • 1428

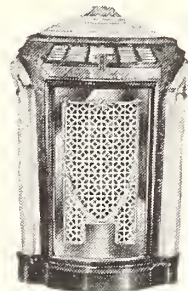


A.M.I.
MODEL A



A.M.I.
MODEL E-120

References: Main State Bank, Chicago; J. P. Seeburg Corporation, Chicago; International Forwarding Co.



SEEBURG
1-46 • 1-47 • 1-48

IMMEDIATE SHIPMENT

SEEBURG M-100-A (78 R.P.M.)	\$375
SEEBURG M-100-B (45 R.P.M.)	570
SEEBURG 1-46, 1-47	95
SEEBURG 1-48	135
WURLITZER 1500	325
WURLITZER 1500A	445
WURLITZER 1100	155
WURLITZER 1015	125
A.M.I. MODEL A	125
A.M.I. MODEL E-120	545
ROCK-OLA 1422-26	95
ROCK-OLA 1428	135

Write for complete list and Catalog F

TERMS: 50% with order, balance sight draft, F.O.B. Chicago

Exclusive Seeburg Distributors



A Quarter Century
of Service

ATLAS MUSIC COMPANY

2118 N. Western Ave., Chicago 47, Ill., U.S.A.

Cable "ATNOVCO"—CHICAGO

Mass. Ops Report Dime Play Gains Strength In Most Locations

BOSTON, MASS.—Marked by a thorough and exhausting discussion of 10¢ play, the first meeting of the Massachusetts Music Operators Association under new officers was held at the Hampton Court Hotel in Brookline Thursday night, June 16.

Guest speakers Ralph Ridgeway, president of the Western Massachusetts Music Operators Guild, and Russell Mawdsley of Russell Hall Inc., Holyoke, Mass., started the ball rolling on the dime play situation.

Ridgeway said that Western Massachusetts is now converted 85 to 90% to the dime, and that almost all non converted machines are 78's. He said that although the success wasn't as fast as that of the telephone company in converting to 10¢ phone calls in 24 hours, it was considered very satisfactory.

"We are 20 to 25% ahead of gross collections a year ago, and that in a season where business hasn't been so good. We expect to be ahead on gross for the year, and it is all due to 10¢ play," he said. He concluded by saying that he felt it was one of the best things that had ever happened to the music industry.

Mawdsley said that 10¢ play was having good acceptance in the Holyoke and Northampton areas in which he operates and that he was using plenty of extended play records.

David J. Baker, president, moderated the 10¢ play discussion, and pointed out that in Boston the prob-

lem was different because of larger population, more operators and more distressed areas.

Ray Shea of Worcester said that the situation in the Heart of the Commonwealth, which is half-way between Springfield and Boston was different, too, and that some resistance to the dime play had been encountered and that in many locations, 5 for 25 had to go in.

Oscar Pratte of Manchester, N. H., reported that ten cent play had picked up his business by 80% and that he had dime play operation in spots surrounded by competitive 5¢ play and that customers played the juke box even heavier than usual. Spot, which he was asked to identify as to business line, is a pizza and ice cream spot.

President Baker said 10¢ play had bogged down in eastern Massachusetts and that many ops have come up with decals calling for 2 for 10¢, 6 for 25¢, and 2 for 10¢, 5 for 25¢ in spots that wouldn't hold the dime. This keeps the dime in mind, it was pointed out.

Louis Blatt, Atlas Distributors (AMI), took the floor to report that the trend he had found seemed to be 2 for 10¢, 5 for 25¢ in spots that couldn't stay on the dime.

Operators reported that barrooms like the dime play and report no resistance to it. During the discussion, Ridgeway added that Western Mass. ops had found that 10¢ play was better accepted in teen age spots than in adult spots.

Happy Anniversary To Cash Box WONDERFUL ANNIVERSARY BUYS FOR YOU

All Machines 100% Clean and Checked
REFUND IN 10 DAYS IF NOT SATISFIED

MUSIC			
A.M.I. C (converted to 45 R.P.M.)	\$199.50	Chicago Coin Deluxe	\$ 50.00
A.M.I. D-40 (converted to 45 R.P.M.)	295.00	Chicago Coin Star Lite	250.00
A.M.I. E-80	495.00	Chi. Coin Criss X Target, brand new	345.00
A.M.I. E-120	595.00	Chicago Coin Holiday Bowler	395.00
Evans Century	249.00	Chicago Coin Arrow Bowler	450.00
Wurlitzer # 1700	595.00	Keeney Team Bowler	89.00
Wurlitzer # 1015	50.00	ARCADE EQUIPMENT	
Seeburg M-100-A	249.00	Five (5) Skee Ball Alleys—9 ft. ea.	\$ 49.50
PINS		Mutoscope Ski Gunner	75.00
Hawaiian Beauty	\$165.00	Genco Silver Chest	59.00
Four Corners	65.00	Genco Basket Ball	195.00
Disk Jockey	59.00	Super World Series	99.00
Big Hit	29.00	Star Series	59.00
All Star Basket Ball	39.00	Hayburner	49.00
Paratrooper	29.00	Zodiac Horoscope, brand new (Original Price \$325.00) OUR PRICE	195.00
Silver Skates	59.00	GUNS	
Knock Out	39.00	Wild west	\$495.00
Times Square	69.00	Safari	450.00
Chinatown	59.00	Rifle Gallery	325.00
Happy Days	69.00	Polar Hunt	495.00
Cross Roads	59.00	BINGOS	
Screamo	159.00	A.B.C.	\$ 49.00
Lovely Lucy	169.00	Atlantic City	110.00
Gun Club	79.00	Bally Beauty	175.00
Twin Bill	225.00	Beach Club	225.00
Dealer	89.00	Circus	145.00
Queen of Hearts	69.00	Coney Island	59.00
SHUFFLE ALLEYS		Dude Ranch	355.00
United Imperial	\$215.00	Frolics	145.00
United Super	59.50	Ice Frolics	275.00
United Deluxe	49.00	Palm Beach	75.00
Chicago Coin Criss Cross Bowler	250.00	Palm Spring	275.00
Chicago Coin Ten Frame Match	75.00	Stars	85.00
Chicago Coin Crown Bowler	165.00	Tahiti	195.00
Chicago Coin King Bowler	225.00	Surf Club	325.00
KIDDIE RIDES \$25.00 and up		Yacht Club	150.00
WALL BOXES \$1.00 and up		Hi-Fi	290.00
		Variety	450.00
		Gaiety	500.00
		Hawaii	275.00
		Spot Lite	75.00

ACT QUICKLY — ORDER TODAY — 1/3 With Order Balance C.O.D.

DAVID ROSEN

Exclusive Distributor for Williams Manufacturing Company, Genco Manufacturing Company, Chicago Coin, Auto-Photo, and A. M. I.
855 N. BROAD STREET, PHILADELPHIA 23, PA. PHONE: STEVENSON 2-2903

congratulations

to

bill gersh

from

FIRST

coin machine exchange

chicago



wally finke

•

joe kline

South Dakota Phono Operators Adopt Dime Play

**Members Attending State Convention
at Pierre Unanimously Agree on 10¢ Play**

PIERRE, S. D.—The two-day convention of South Dakota operators, in addition to deciding on much other business agreed, individually, to enter into dime play thruout the entire state.

As Harold Scott, secretary of the South Dakota Phonograph Operators Association, reported:

"We had a very fine majority of the operators from all over the State of South Dakota present. And tho each operator agreed, on his own, to enter into dime play individually, we believe that the resultant effect means the entire state, within a short period of time, will be on dime play.

"In fact," he continued, "there

wasn't a single dissenting voice on dime play when the discussion arose."

In addition to being marvelously entertained by their president, Gordon Stout, well known here in Pierre, S. D., they listened to many well known personages in the political and civics field.

The result is that all agreed that dime play would tremendously help them, and might even bring them to a point where the phonographs which they now operate, may become a profitable business.

The next meeting, it was decided, would be held in Deadwood, South Dakota, on September 11 and 12.

Music Ops At W. Va. Regional Meets Report Dime Play Clicks

Final Meet to Be At Charleston, June 30

MARTINSBURG, W. VA.—Dana M. Hicks, of the West Virginia Music Operators Association, just completed a swing through the northern part of the state attending several regional meetings.

Hicks advises some 2500 music machines now comprise its coverage. The southern meetings of the organization started on June 20 in Charleston. Accompanying Hicks on the northern trip was J. A. "Red" Wallace, chairman from Oak Hill, W. Va.

Added to the steering committee, selected at zone meetings, were Charles N. Welch, Welch Music Co., Parkersburg; Ross Gerard, Gerard Amusement Co., Grafton; R. A. Pulliam, Pulliam Music Service, Keyser; and T. N. "Bud" Di Carlo, Acme Amusement Co., Wheeling.

During his Northern swing, Hicks learned that dime play was moving at a rapid pace. Ross Gerard, Gerard Amusement Co., Grafton, W. Va., reported that one third of his machines

were already converted to 10c play with excellent results. Charleston, W. Va., operators have begun to convert to dime play in some areas. The Eastern Panhandle zone of West Virginia agreed to convert to the dime at a June 16th meeting in Martinsburg. This was reported by James H. Hutzler, of the West Virginia MOA Organization Committee. Wallace and Wallace, Oak Hill, W. Va., also advise they are converting in some areas. Adding up the picture in general, it appeared that the operators, who report an approximate 25% increase in receipts, are making the switch over without any real difficulties.

The West Virginia MOA will have its final meeting June 30 at the Daniel Boone Hotel, Charleston. At this meeting 16 directors in addition to the president, vice-president, treasurer and executive secretary, will be made permanent. Also on the schedule is the adoption of by-laws.

Dan Wertz

Cliff Wetzel

WERTZ MUSIC SUPPLY CO.

EXCLUSIVE ROCK-OLA DISTRIBUTORS

Featuring the sensational model "1448"—120 selection phonograph

**Announces The Opening Of
A New Office At**

119 LIGHT ST., BALTIMORE, MD.

(Phone: LExington 9-4754)

For Maryland, Washington, D. C., Delaware and
Virginia Territories

(Phone: 7-3021)

MAIN OFFICE: 1013 E. CARY ST., RICHMOND, VA.

IF YOU OPERATE IN

• ALASKA • WASHINGTON •
• OREGON • IDAHO • UTAH •
• WESTERN MONTANA •

YOUR

WURLITZER

DISTRIBUTOR IS

NORTHWEST SALES CO.

3150 ELLIOTT AVE.
SEATTLE, WASHINGTON

SALT LAKE CITY,
UTAH

Monroe C. M. Exch. App't'd AMI Distribs

CLEVELAND, O. — Appointment of the Monroe Coin Machine Ex-

change, Inc., this city, distributors in the Cleveland area for AMI Incorporated, was announced here this week by Jack J. Mitnick, AMI eastern regional representative.

Headed by Roy L. Monroe, president, and George George, vice-president, the Monroe Company is located in its own modern building. Norman Goldstein is sales manager.

In addition to its beautiful showroom, Monroe has a complete parts department and an up-to-date shop in charge of Perry Hackbart, service manager. There are ample parking facilities for operators adjacent to the building with an accessible loading dock for extra convenience.

Both Monroe and George cordially invite all the operators of the Cleveland area to visit them and to hear the AMI Multi-Horn High Fidelity juke boxes now on display.

Congratulations,

CASH BOX

**On Your 13th Year of
Progress and Service**

**Clay
Nemeroff**

**Charley
Pieri**

OPERATORS

Get on our mailing list for
TOP VALUES IN QUALITY EQUIPMENT
OF EVERY SORT—NEW AND USED!

MONARCH

COIN MACHINE, INC.

2257-59 N. LINCOLN, CHICAGO 14, ILL.
Lincoln 9-3996-7-8

HOME RUNS ACTUALLY
GO OVER THE FENCE!



Twin
Coin Chutes:
10c —
3 for 25c

Williams
KING OF SWAT

REPLAY or NOVELTY

SINGLES · DOUBLES · TRIPLES · HOME RUNS

IT'S
HERE!

The ball is
really
pitched!

PLAYERS RUN BASES

Only
AUTHENTIC
BASEBALL GAME
WITH WILLIAMS
NEW ANIMATED
BASE RUNNING
UNIT

HITTING a "bases loaded" homer lites
up arrows under letters in name KING OF
SWAT. Liting arrow under G and F good
for one replay... carry-overs from game to
game... liting arrow under T scores 5
replays... then all arrows are reset.

"SAFE"—the
Umpire calls 'em
when the runner
crosses home plate.

Previous **HIGH SCORE** stays on...
Beat previous High Score for replays!
REPLAYS FOR SCORE...
"NUMBER-MATCH" scores REPLAY!

Order Williams **"KING OF SWAT"**
BASEBALL GAME TODAY!



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

IMMEDIATE DELIVERIES: King of Swat - Race the Clock - Wonderland - Sidewalk Engineer!

WILLIAM POUND AGENCIES, LTD.

68 WATER STREET
ST. JOHN'S, NEWFOUNDLAND, CANADA
Distributors of Amusement and Vending Machines

Albert Simon Syracuse Corp. Opens Offices In Syracuse, N.Y.

Al Simon, Pres., and George Ponser, Treas.
Ponser Will Run Office. Handle New & Used Games



GEORGE PONSER

SYRACUSE, N. Y.—The Albert Simon Syracuse Corporation opened its offices at 602 N. State Street, this

city, this month. Principals are Albert Simon, president and George Ponser, treasurer.

Ponser, who heads the office in an active capacity, is well known in the industry, having served in many capacities during his many years. At one time or another in the years past, Ponser has been distributor, jobber, operator, and manufacturer. His knowledge of the needs of the operator is complete, having just terminated a position as general manager of the games operators' association in New York City.

The new firm will handle the products of Chicago Coin Machine Company, Genco Manufacturing and Sales Company, and Auto-Photo Company as regional distributors in this area. It will carry a complete line of parts and supplies for the machines of these manufacturers. In addition the firm will trade in new and used machines of all manufacturers.

Ponser and Simon invite the operators in the area to drop in and visit with them.

Look At These Lower Prices For

SHAFFER LIKE-NEW RECONDITIONED PHONOGRAPHS

Every Machine is A-1... Ready For Location

SEEBURG

M-100-A	\$299.50
148-ML	109.50

WURLITZER

1650	\$369.50
1500	339.50

WALL BOXES

Seeburg 5/10/25	
Wireless	\$12.50
Wurlitzer 4820	19.50

ROCK-OLA

1438 Comet	\$549.50
1436 Fireball	319.50

Seeburg Coon Hunt \$179.50

Write For Illustrated Catalog Of Complete List

Shaffer Music Co.

In The Coin Machine Business Over 25 Years

COLUMBUS, OHIO
849 N. High St.
KLondike 4614

CINCINNATI, OHIO
1200 Walnut St.
MAin 6310

INDIANAPOLIS, IND.
1327 Capitol Ave.
MElrose 4-3571

Congratulations to THE CASH BOX

From Upstate New York's

Exclusive

WURLITZER

Distributors of

THE WORLD'S FINEST MUSICAL INSTRUMENTS



WURLITZER
PHONOGRAPH
MODEL
"1800"



WURLITZER
FRENCH PROVINCIAL
SPINETTE
ORGAN



WURLITZER
SPINETTE
ORGAN

NOW DELIVERING—Williams "KING O' SWAT"

The Finest Baseball Game To Date

BILOTTA DISTRIBUTING CO.

224 N. MAIN STREET NEWARK, NEW YORK

BRANCH: 1226 BROADWAY, ALBANY, N. Y.

ANNIVERSARY SPECIAL!

THE SENSATIONAL

"Bally Champion Bowlers"

LIKE NEW \$385 EACH

1/4 WITH ALL ORDERS, BALANCE C.O.D., F.O.B. HOUSTON, TEX.

AMUSEMENT DISTRIBUTORS

REGIONAL BALLY DISTRIBUTORS

1218 LEELAND, HOUSTON, TEXAS
(PHONES: CAPITOL 4-0121 and CAPITOL 7-3719)

Best Wishes to THE CASH BOX
On Its 13th Anniversary

ED RAVREBY

ASSOCIATED AMUSEMENTS, Inc.

Exclusive New England Distributors For J. H. Keeney & Co.
188 BRIGHTON AVENUE, ALLSTON (BOSTON) MASS.

Good Luck and Best Wishes
On Your 13th Anniversary
HIRSH COIN MACHINE CORP.
1320 RHODE ISLAND AVE., WASHINGTON, D. C.



Summer of 1955 finds the coin machine industry in New England making biggest gains in history. . . . A wide variety of new games, guns, shuffle alleys, bowlers and arcade equipment dots outdoor locations from Maine to Connecticut in one of the largest displays of equipment ever seen in the history of automatic amusement machines. . . . Kiddie rides are booming and music has been holding great this summer. . . . Yankeeeland took to the new AMI, especially in the northern states, this year and Louis and Barney Blatt, who went back into the music business after some years absence, as Atlas Distributors, have been racking up good gains. . . . Louis Blatt, week-ending at his summer place on Newfoundland Lake in N. H. . . . Barney Blatt has just built a new ranch home in Newton, plans a summer vacation in Nova Scotia with the Mrs. . . . Conversion of old AMI's, from the '46 models right through, from 78's to 45's, going big in the territory with many ops buying the conversion kits which include a new tone arm, new needle and new cam shaft. . . . Conversion kits, changing AMI's from 5c to 10c play, also going strong. . . . Among ops making rapid changeovers is Louis Stevens of Southbridge. . . . Meanest thief stole cerebral palsy collection money of \$100 from locker in South Station. . . . Money had been part of collection from Seeburg in booth on concourse and was placed in locker by the young lady, cerebral palsy afflicted, custodian of the booth. . . . Seeburg at South Station is last of the music machines playing for cerebral palsy and was held over from last month. . . . At Trimount Automatic Sales Corp. (Seeburg), biz reported on upswing. Williams' King of Swat, baseball game is a hot item here and the baseball mad territory is taking to it enthusiastically. . . . All types of locations are going for the baseball amusement game. . . . Williams' Sidewalk Superintendent is doing big things here too. . . . Irwin Marigold, general sales manager, reports big demand for all types of used equipment, especially for reconditioned Seeburg phonographs. . . . The New England-wide truck strike has been bothering the industry here. . . . Shipments from Chicago are held up and foreign shipments are being delayed. . . . Distributors are hard pressed to get equipment in, but with their customary ingenuity are solving the problem in one way or another. . . . Ops visiting distribs around town this week included Harry Walker, Newport, R. I.; Al Dolins, Hyannis; Ray Faini, Framingham; Ralph Ridgway, Springfield; Ray Shea, Worcester; Bud Sequin, Newport, Vt.; Russ Mawdsley, Holyoke; Dave Baker, Arlington; Oscar Pratte, Manchester, N. H.; Steve Pillock, Worcester; Art Sturgess, Jamaica Plain; Harry Deshowitz, Chelsea; Louis Taube, Manchester, N. H.; Abe Pechillis, Gloucester; Paul Doherty, Worcester; Jimmy Westcott, North Reading; Pat D'Amico, Salem; Walter Luby, Worcester; Joe Ponti, Lawrence; Sid Walbast, Boston; Marian Sutcliffe, West Roxbury. While biz has been up this season, operator's costs have increased three-fold, and this has brought about a situation in which many are increasing their takes by renting equipment outside their usual lines. . . . Rental of kiddie rides has been going big at Ed Ravreby's World Fair and Associated Amusements. . . . Collections on kiddie rides skyrocketed the past few weeks hyped by the fine weather. . . . Ed reported that takes have been increased by weeding out poor locations and by not over placing spots. . . . Where one kiddie ride can handle the take, there is little point in placing three or four, he contends. . . . More ops are in the kiddie ride end this season, and those who weren't in last year, for the most part, are renting pieces for their locations to go along with other pieces. . . . Rentals are handled on a straight fee 10 weeks in advance payment, Ed said, and the plan has been working out well as the demand keeps growing for kiddie rides from outdoor locations. . . . Bill Bolles, sales manager of eastern territory for Keeney was house guest of Ed and Mrs. Ravreby over the week-end. . . . Heavy demand reported at this plant for used cigarette and music machines. . . . At Redd Distributors (Wurlitzer), sample of United's new game, Fifth Inning, target type baseball game, just arrived. . . . Si Redd and Bob Jones, sales manager, looking forward to big business. . . . Eddie Perle, in charge of public relations and advertising, reports biz holding great at the Lincoln street plant. . . . Si Redd week-ending at his summer place on the Cape. . . . Bob Jones off for the beaches of Cape Cod on a two weeks vacation jaunt. . . . Ray Shea, Worcester op, off for the Laurentian Mountains for meeting of board of directors of the Laurentian Titanium Mines. . . . Ray is the only music op in the territory with a piece of a titanium mine, although some of the boys are looking for uranium mines in those Maine and N. H. hills. . . . James Geracos, former prexy of Massachusetts Music Operators Association, looking hale and hearty after recent hospitalization for stomach operation, and sporting a streamlined figger. . . . Louis Blatt attended his 31st reunion at Harvard University last week. . . . He graduated from the Cambridge ivy league college in 1924, and is a veteran music distributor. . . . Jerry Flatto, Boston Record Distributors, back from picnic for Patti Page at Indian Point, N. Y., where he renewed acquaintances with Julius LaRosa, Janet Lord, Jerry Vale, the Four Lads and a host of other record artists and deejays at the cookout for Patti. . . . Jere planning annual show at West Roxbury Veterans Hospital for hospitalized vets. . . . Ten acts, with visiting and local chirps, to be presented. . . . Ed Ravreby extending his operations to New York, Long Island and New Rochelle. . . . Rhythm & Blues numbers staging comeback around Hub after temporary setback. . . . Richard Mandell, sales manager, Associated Amusements, back from long tour through Berkshires on kiddie ride biz. . . . Massachusetts Music Operators Association will turn over \$10,000 to the cerebral palsy fund drive at ceremonies to be announced. . . . This money was raised through cooperation of distributors and operators in setting up juke boxes to play for the worthwhile charity. . . . Org hopes to take on the drive again next year. . . . This was the first tieup in juke box history. . . . Big bands and record artists on one nighters through the territory appearing at summer ballrooms and hypoing juke box plays. . . . Local deejay shows gaining in popularity on all stations in the Hub. . . . Record biz having big boom despite summer heat. . . . Truck strike hampered operations in this field too. . . . Air express and railroad shipments were being made increasing cost to distributors, but consumers and ops were not affected by increased costs as distribs absorbed it themselves. . . . Biggest lineup of jazz artists in history skedded for the Newport Jazz Festival's three evening concerts at Freebody Park, Newport, R. I., July 15, 16, 17.

ANOTHER KEENEY ORIGINAL IDEA

Again! **KEENEY IS FIRST WITH THIS Double Value BOWLER!**

BOWLER NO. 1 KEENEY'S SPEED-LANE WITH CHANGING SPEEDS

BOWLER NO. 2 PALISADES

WITH Keeneys ORIGINAL SYNCHROMATIC SCORING

truly different!

6 PLAYER BOWLER

Order KEENEY'S 2-IN-ONE BOWLER!

WEBBING ALONG INSIDE RAILS

10¢ PLAY or 3 for a QUARTER

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

KEENEY'S ORIGINAL MATCH FEATURE:

1. Available with or without "match" feature.
2. Keeneys individual player "match".
3. Can be set to "match" in 2nd or 10th frame.
4. Player needs to match numbers only to score.
5. Diamond — Horseshoe — Trophy — or Star determine Bonus in award section.

FLASHER lights up back of pins to indicate when player has made a **SUPER STRIKE** or **SPECIAL STRIKE**. Imagine! Possible scores from 30 up to 800 on a single shot as player shoots puck to stop life in highest scoring value.

NORMAL—SLOW—or FAST lites up on Backglass to determine the speed with which player must slide puck to chalk up score. Speeds vary from frame to frame.

Keeneys Original Brilliant Multi-Color Cork Finish Cabinet

Lights on playfield step across from left to right until puck is thrown. Game will score whatever value shows when life is stopped.

"20 Year Club" Members Vote Annual Reunion Banquet Leads by Big Majority. "Alternate Members Club" Also Approved. Few Agree on Banquet Committee. Vote Cards Pouring In.

CHICAGO—Votes are starting to pour into the offices of *The Cash Box* here from "20 Year Club" members from all over the nation.

The votes are on three projects which were agreed to by members of the "20 Year Club Council" at the very first meeting of the council at the Morrison Hotel here.

These projects are: Do you or do you not want an "Annual Reunion Banquet"? Do you or do you not want an "Alternate Members' Club" composed of those men and women who have been active in the industry for over 10 years but not yet 20 years?

Do you or do you not want to be a member of the "Annual Reunion Banquet Committee" and meet in Chicago at least 60 days prior to the banquet to help decide the entire banquet program?

So far, with the first votes counted, a tremendous majority are for having an "Annual Reunion Banquet" during the forthcoming MOA Convention in '56.

A heavy majority are also for the creation of an "Alternate Members' Club."

But very few, so far, have agreed to act on the "Annual Reunion Banquet Committee."

The above compilation comes from only a small portion of the total out-

standing votes. Final decision will not be made until the greater majority of all The Cash Box "20 Year Club" members have cast their votes.

ChiCoin Hits 3rd Production Run For "Hollywood Bowler"

CHICAGO—"There's no end in sight", were the words used by Ed Levin, sales director of Chicago Coin Machine Company this city, as he announced that the firm was going into its third production schedule on the "Hollywood Bowler".

"There has been such a constant, repeated demand for these machines", said Levin, "we have, literally, been forced into our third production run on this game."

"Our distributors tell us that operators from all over the country have had fabulous success with Hollywood Bowler. Reorders on the machine have become routine."

"As long as they keep ordering", said Levin, "we will keep on producing them."

Congratulations to THE CASH BOX On Its 13th Anniversary PAUL A. LAYMON, INC.

1429-31 W. PICO BLVD. (Phone: PRospect 7351) LOS ANGELES 15, CALIF.
BALLY DISTRIBUTOR So. Calif., So. Nevada Arizona
ROCK-OLA phonograph DISTRIBUTOR Southern California

AMI Leadership ANNIVERSARY AFTER ANNIVERSARY By HUBER DISTRIBUTING COMPANY

EXCLUSIVE FACTORY DISTRIBUTORS
1118 HOWARD ST., SAN FRANCISCO, CALIF.
(Tel.: UN 3-2202)

EXPERTLY RECONDITIONED!

BALLY SPOTLIGHT	\$ 70
PALM BEACH	115
DUDE RANCH	240
HI FI	265
UNITED CLASSIC	135
CHICAGO COIN CROWN BOWLER	125
CHICAGO COIN STARLITE	295
GENCO SHUFFLE POOL	125

Many Others, All Types. Write for List.

IRV. OVITZ

ACME-INTERNATIONAL DISTRIBUTORS

3643-45 W. MONTROSE CHICAGO 18, ILL.
Cornelia 7-7272

Congratulations

to THE CASH BOX on its

13th Anniversary from

LYN BROWN

1909 W. Pico Blvd., Los Angeles, Cal.
(Tel. DUnkirk 9-8066)

CONGRATULATIONS

and

BEST WISHES

to

THE CASH BOX

on their

13th ANNIVERSARY

*May you prosper in the years to come. God
bless the entire organization.*



MINTHORNE MUSIC COMPANY

Jean and Dolores

Exclusive Seeburg Distributors

also exclusive distributors for:—

Chicago Coin Machine Company • Williams Manufacturing Co.

• Exhibit Supply Company

• Los Angeles

• Beverly Hills

• Phoenix

EXPORT INQUIRIES INVITED ON THE VERY BEST IN USED PHONOGRAPHS

NORTH CAROLINA Distributors for SEEBURG SELECT-O-MATIC "100"

America's Finest and Most Complete Music Systems

100 Selections at the Phonograph.

100 Selections anywhere in the Location.

Never drops a record—never turns one over.

MUSIC DISTRIBUTORS, INC.

213 Franklin St.
FAYETTEVILLE, N. C.
(Phone: 2-3992)



801 S. Cedar St.
CHARLOTTE, N. C.
(Phone: FR 6-7678)

Congratulations And Best Wishes

PHIL ROBINSON

Regional Representative for CHICAGO COIN MACHINE CO.
2992 W. Pico Blvd. Los Angeles 6, Calif.



It has been an eventful 12 months for the industry here. As we look back there were many changes which took place in the business. For the West coast it was particularly an impressive year. The demand for newer, more modern coin machine equipment sent business skyrocketing to new heights. Manufacturers sent sales and service representatives by the dozens to meet with operators and distributors and discuss their problems with them. These factory reps. brought with them new ideas, new operating and servicing techniques, which were passed on to coinmen throughout the area. This brought about a closer relationship between the operator, the manufacturer and his products which resulted in more sales and increased profits for everyone. These factory men learned many things too! By working directly in the field in close contact with the operator, the location owner, and his customers they picked up valuable ideas for all types of new coin-operated equipment which they passed on to the engineers of their respective factories. This resulted in some of the finest, most profitable coin machines ever produced. This public relations campaign which the manufacturers undertook cannot be measured in dollars and cents but it will go down in history as the biggest step taken for the general betterment of the industry.

NEWS TIDBITS:—W. E. Simmons, regional sales manager for the Selecta-vision TV automatic phonographs, announces that the production line of their new item is getting under way far ahead of schedule. Cabinets are being built by St. John Manufacturing Company in Hawthorne and electronic equipment at the Canoga Corp. in Van Nuys. Jack Strauss, designer of the TV-juke box is in charge of production for Sentinel. The unit was first introduced at the MOA Convention last March.

DISTRIBUTOR DOINGS:—Business seems to be stabilizing itself after the hectic spring boom period. Several distributors report that sales activity is down somewhat over previous weeks but they expect business to remain at a high level without any drastic slump. . . . **PAUL A. LAMON CO.:—**Paul and Lucille Laymon are very pleased over the general acceptance of the new Rock-Ola "1448" which is now on display in their showrooms. They report that coin-ops are particularly impressed by its classy appearance and mechanical improvements. They were appointed as Southern California distributors for the line just a few weeks ago. . . . Annual vacations are taking their yearly toll at the Laymons. Jimmy Wilkens is just back from a week's camping trip with his family in the San Bernardino mountains. . . . **N. G. "Red" Creswell** also vacationing. . . . Sorry to hear that **Frank Murray**, Laymon shipping clerk, has been on the sick list. . . . **BADGER SALES COMPANY:—**The Badger three musketeers **Bill Happel**, **Al Silberman** and **Fred Gaunt** are kept plenty busy with Keeney's entrance into the hot drink field with their coffee vendor. Acclaimed as the smallest coffee machine on the market, the vendor is receiving a lot of favorable reaction by both operators of amusement and merchandising machines. . . . With the hectic buying spree of a few weeks ago over the Badger crew is settling back to concentrate their efforts on the steady flow of customer traffic which pours through their doors. . . . **Joe Duarte**, export sales head, advises that the demand for American coin machine equipment abroad still remains at an all-time high. . . . **SIERRA DISTRIBUTORS:—**Wayne Copeland advises that through concentrated direct mail promotion they are able to keep sales activity at its normal peak on both the Wurlitzer "1800" phono and used equipment. In addition to handling direct sales, **Howie Freer** is designing new mailing pieces which he hopes will be even more effective. . . . **Jack Dolan** is the proudest father along coinrow these days. His son **Jack Dolan, Jr.**, is one of the few youths from California who was appointed to the new Academy of the Air at Colorado Springs. He leaves for summer boot camp before being enrolled in the regular classes which start in September. Dolan will be stationed at Lowry Field in Denver until construction of the Air Academy is completed. . . . **MINTHORNE MUSIC COMPANY:—**Sales on Chicago Coin's "Big League" Baseball Game has been hitting new records last week. Also running a close second is Chicago Coin's "Hollywood" Bowlers. . . . **Ed Wisler**, Minthorne sales rep., reports that the recent Seeburg service school which was conducted by **Jack LaRue**, Seeburg factory engineer, in Bakersfield was a smash success.

COINROW CHATTER:—The Pico strip was unusually quiet last week with very few out-of-town visitors dropping in. . . . **Al Cohn** was seen zipping around with renewed pep and vinegar. As of late, Al seems to have taken a new lease on life without a worry on his mind. . . . Seen "talkin' shop" at California Music Company were **Walt Hemple** and **Nick Carter**. . . . Between his miniature golf courses and raising Cockatoos and Parakeets, **Mac Sanders** is busier than a one-armed paper hanger. . . . **Gisele MacKenzie's** "Hard To Get" on label "X" is getting a big push by the operators. It was picked as their record of the week and is being featured on **Jim Ameche's** KLAC show. . . . **Milt Fisher** held the lucky number that won him a brand new Cadillac from the City of Hope recently. At the drawing **Danny Thomas** reached into a fishbowl which contained over 87,000 names and pulled out Fisher's name. . . . **Mary Solle** at Leuenhagen's and **Sam Ricklin** at Calif. Music both advise that record sales at their one-stops have been very active with mail orders extra heavy. . . . **Lou Wolcher**, head of Advance Automatic Sales Co., San Francisco, in town visiting last week.

"It's What's in THE CASH BOX That Counts"

Bally KIDDIE-RIDES Earn More Money for Operators!

**3 GREAT RIDES
PROVIDE
TRIPLE APPEAL**

HOT-ROD
COIN-OPERATED AUTO-RIDE

BULL'S EYE
COIN-OPERATED JUNIOR SHOOTING-GALLERY

RIDE THE CHAMPION
10¢
COIN-OPERATED HORSE-RIDE

ORDER FROM YOUR
BALLY DISTRIBUTOR
TODAY!

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

Meeting Dates Of Music Operators' Associations

- July**
- 4—United Music Operators of Michigan
Place: Fort Wayne Hotel, Detroit, Mich.
 - 4—California Music Merchants' Assn.
Place: 311 Club, 311 Broadway, Oakland, Calif.
 - 5—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (executive board).
 - 7—Phonograph Merchants' Assn., Cleveland, Ohio
Place: Hollenden Hotel, Cleveland, Ohio (General)
 - 7—California Music Merchants' Assn.
Place: Sacramento Hotel, Sacramento, Calif.
 - 7—Eastern Ohio Phonograph Operators' Assn.
Place: Tod Hotel, Youngstown, Ohio (General)
 - 12—California Music Merchants' Assn.
Place: Fresno Hotel, Fresno, Calif.
 - 12—Western Massachusetts Music Guild
Place: Ivy House, W. Springfield, Mass.
 - 12—Amusement Machine Assn. of Philadelphia, Inc.
Place: Broadwood Hotel, Broad & Wood Sts., Phila., Pa.
 - 13—California Music Merchants' Assn.
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.
 - 14—California Music Merchants' Assn.
Place: U. S. Grant Hotel, San Diego, Calif.
 - 14—Mass. Music Operators Assn.
Place: Hampton Court Hotel, Boston, Mass.
 - 18—Westchester Operators' Guild, Inc.
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.
 - 21—Eastern Ohio Phonograph Operators' Assn.
Place: 1310 Market Street, Youngstown, Ohio (executive board).
 - 25—Central States Music Guild
Place: 805 Main Street, Peoria, Ill.

Exclusive Distributors for

BALLY

Manufacturers Of The World's Best Coin Operated Machines

We have a large stock of reconditioned
Bingo Games and Music Machines for
Domestic or Foreign Buyers
Write — Wire — Phone

*Congratulations—Bill and Joe
You've done a magnificent job. Best Wishes.
Chris Christopher*

CHRIS NOVELTY CO., INC.

806 ST. PAUL STREET

BALTIMORE, MD.

(Phone: Mulberry 3167)

On Your 13th Anniversary

... we are happy once again to extend our best wishes to the men and women at Cash Box who have done so much for the betterment of the coin machine industry.

It is a wonderful industry to serve and grow with. We at International Amusement have known this ever since we became connected with the industry years ago.

Abe Witsen

Sal Groentman

INTERNATIONAL AMUSEMENT COMPANY SCOTT-CROSSE COMPANY

1423 SPRING GARDEN STREET PHILADELPHIA 30, PA.

RIttenhouse 6-7712

Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

Best Wishes and Congratulations

to

BILL and JOE

On The 13th Anniversary

of

THE CASH BOX

From Your Very Good Friend

SI MANES

MUNVES HAS THE WORLD'S LARGEST SELECTION OF ARCADE MACHINES

Four large floors of Munves' Factory Reconditioned
Equipment—Works and Looks LIKE NEW!CONGRATULATIONS TO "The Cash Box"
ON ITS 13th ANNIVERSARY**MIKE MUNVES**577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677
42 YEARS SERVICE • EST. 1912Just Off the Press—1955 Catalog
272 Illustrations FREESend for FREE SUPPLEMENT
to Our Catalog

C. A. ROBINSON & CO.

Distributors Of All Leading Coin Machines

2301 W. PICO BLVD.

LOS ANGELES 6, CALIF.

(Phone: DUnkirk 3-1810)

THRU THE COIN CHUTE EASTERN FLASHES

This issue commemorates the 13th year The Cash Box has been serving the coin machine industry. We are most proud and happy to be able to boast of our accomplishments in these short years. Today, without the slightest question of doubt, The Cash Box is acknowledged the leading publication in the industry. Regardless of the fact that the personnel comprising The Cash Box knows the business intimately and thoroughly, this accomplishment could not have been attained without the assistance of the people in the business—operators, jobbers, distributors and manufacturers. A glance thru this issue proves this statement. It is, therefore, with the most grateful and humble thanks to all in the industry that we start on our 14th year, and hope that all prosper during the next year, and that we can once again publish a magazine with the volume of statistical information, listings, news and advertising that appears in this—our 13th Anniversary Encyclopedia and Directory Issue. Thank you all for your most wonderful cooperation.

Coinmen on 10th Avenue still discussing the great dinner held at the Sheraton-Astor last Wednesday in which Joe Young, Wurlitzer distributor, was the guest of honor of the UJA fund drive, coin machine division. Large, happy crowd—with all having a most enjoyable evening. . . . Mike Munves, who's busier than the proverbial one-armed paper hanger, tells us that arcade men have been reporting to him that this past week-end was the biggest they enjoyed in years. Strangely enough, the weather wasn't too good. It seems, everything broke just right. The weather was such that the chowds went to the shore and resort areas, but it was not good enough for swimming. So—they spent considerable time in the arcades playing the machines. . . . Meyer Parkoff, Atlantic-New York Corp., advises that most of his personnel will be away on vacation for two weeks, starting July 1. A limited staff will be on hand to serve the needs of the operators. Nat Solow's 11-year-old son, Norman, off to camp for the first time. . . . Si Silverstein, Peekskill, N. Y. op down on the row buying.

Barney (Shugy) Sugarman, Runyon Sales Co., putting on a big drive for summer biz, with special sales and service effort. Morris Rood, Runyon office manager, takes off a few hours on Wed., June 22, to attend the graduation of his daughter, Joyce, from elementary school. . . . Sandy Moore, operator of one of the largest routes in the East, on coinrow. Advises he's still buying routes. . . . "Happy" Herbie Semel, shopping on the row, reports he's dropped twenty pounds in the past few weeks. Tells us his father, Jack, active once again on the route, but in a limited capacity. . . . The fishing trip that Dave Rosen, Al Simon and ten other friends went on last Friday, June 17, was a most successful one. Plenty of fish, and plenty of fun. Spent a full day in Peconic Bay, L. I. . . . Al Simon, Albert Simon, Inc., off to Chicago for Thursday and Friday, June 23 and 24. . . . Bob Slifer, Seacoast Distributors, Rock-Ola distrib in N. Y. and N. J., attended a special board of directors meet of the Garden State Amusement Assn., held at the Buttonwood Manor, Matawan, N. J. . . . Harry and Hymie Koeppel, Koeppel Distributing, rushed to fill orders for reconditioned music machines, looking forward to the Fourth of July week-end, at which time they expect to take a short drive and relax for a few days. . . . Gertrude Browne, Beacon, N. Y., on the street shopping. Biz has picked up, she reports. . . . Herb Klein, International Mutoscope, in the hospital. Now recuperating and should be out shortly. . . . For the "Forgive Us" Dept.: In last week's column we had Sammy Getlan's daughter getting married. Sammy hasn't a daughter. It was just a matter of getting the names of the participants mixed up. Sammy's son, Marvin is marrying Renee Maskow on June 26. Okay, Sammy? . . . Now that Abe Lipsky's (Young Distributing) office has been built and polished up, he doesn't have the time to stay in it. Was off on one of his regular trips to see the ops in Westchester.

THRU THE COIN CHUTE UPPER MIDWEST MUSINGS

Kelly Diedrick, Diedrick Supply Co. of Chaska, Minn. made a fishing trip up into Canada and when he returned he had the boys at the Lieberman Music Co. in stitches telling about the trip. . . . Besides getting a few fair sized fish, Kelly's party got their share of large mosquitos. Tubby Lynard of Kasson, Minn. has been bemoaning the fact that the rainy weather has put the damper on attendance at the stock car races which he is managing. However, Tubby says that business is fair. . . . Ray Thraen of Tracy, Minn. and Don Thraen of New Ulm, Minn., father and son who operate in their respective towns made the trip into the Twin Cities together to shop for equipment. . . . L. P. Wilbur of Duluth, Minn. picked up a couple of games for his route while in town. . . . Leo Hennessey of Rochester, Minn. was seen shopping for bingo games for his route. . . . Stan Woznak of Little Falls, Minn. spent a few hours in the Twin Cities picking up records and supplies for his route and his music store. . . . Recent visitors to the Twin Cities were Wm. Gummow of Hopkins, Minn.; Jim Stansfield of Winona, Minn.; Elgin McDaniel of Wadena, Minn.; Charlie Sersen of St. Cloud, Minn.; J. Allen Redding of La Cross, Wis.; Jeff Kost of St. Cloud, Minn.; Andy Benna of Ironwood, Mich.; Dick Henderson of Willmar, Minn.; Wilfred Jahnke of Red Lake Falls, Minn.; Hugh May of Eau Claire, Wis.; and Leo De Mars of Ashland, Wis.

"It's What's in THE CASH BOX That Counts"

NOW! 2 Can Play!

with GENCO'S

NEW, EXCITING GAME

CHAMPION BASEBALL

for 1 or 2 Players

SCREAMING LINE DRIVES! HITS A-PLENTY!

THRILLING "LIVE" ACTION!

**THE ONLY BASEBALL GAME
WHERE PLAYERS ACTUALLY
HIT HIGH FLY BALLS!**

**KING-SIZE
WHITE PLASTIC
BALLS**

Realistic
wooden
bat!

Ball soars through the air
for approximately 5 feet
NO RAMPS

**OVER-THE-FENCE
WALLOP SCORES
UP TO 50 RUNS!**

Keeps game "alive"
until last man
is out!

**SPECIAL
CARRY-OVER
FEATURE
(OPTIONAL)**

Plus 100 runs for
hitting ball into
press box!

**LIFELIKE
3-DIMENSIONAL
PLAYERS**
on realistic
playfield

**MATCH PLAY WITH OP-
TIONAL SINGLE RE-PLAY OR
ADJUSTABLE TO MULTIPLE
RE-PLAYS ON HIGH SCORE.**

**GET
"ON THE BALL"
SEE IT AT YOUR
DISTRIBUTOR
TODAY!**

**80" LONG . . .
25" WIDE . . .
78" HIGH . . .
Lightweight and
Portable . . .
Easy Servicing**

- Glased-in sides and top for full view . . . attracts players
- 3 innings, 3 outs (adjustable to 2 innings . . . 1½ to 3 minutes per player)

GENCO MFG. & SALES CO. 2621 N. ASHLAND AVENUE
CHICAGO 14, ILLINOIS

This is It!...



BASEBALL

chicago coin's de-luxe (match)

BIG LEAGUE

2 PLAYER GAME

MATCH a NUMBER and STAR!

Plus ...
NEW SPECIAL PENANT FEATURE
Plus ...
NEW BULL'S EYE FEATURE
SCORES ONE HOME RUN
Plus ...
50 Extra Runs

Plus Added Scoring Features Galore!

Lower..
Center...or
Upper Decks
Score
One Home Run
Plus
10 Extra Runs!

...Plus...
Player By Landing
in All 3 Decks
Scores
50 Extra Runs!

3 OUTS PER PLAYER

NEW All Steel Front Doors Protect Cash Box!

NEW Panoramic 3 Dimension Glass!

NEW Pitching and Batting Unit!

NEW Bat Button!

FORMICA PLAYFIELD

chicago coin
MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14

*** Also Available in Regular**

SINCERE CONGRATULATIONS

to

*Bill Gersh, Joe Orleck and Staff
of THE CASH BOX
on your 13th Anniversary!*

ROANOKE VENDING EXCHANGE, INC.

Exclusive **AMI** Distributors in Virginia Central and Southern West Virginia and Eastern Tennessee
The Machine of Tomorrow TODAY!

Jack G. Bess

Harry D. Moseley
W. David Street
Ernest W. Bishop
Carl O. Brill
Mimi S. Proctor



Dan J. Finegan
William A. Brown-
ing, Jr.
Alton D. Sheffield
William C. Letart

Charleston, W. Va.
118 W. Washington St.
3-0311

RICHMOND, VA.
4930 W. Broad St.
6-4909

Bristol, Va.
63 Commonwealth Ave.
1344

Congratulations "Cash Box"

Regardless of the year, it's the fact that "The Cash Box" has been of such outstanding service and inestimable value to every music operator as well as to our own organization. We feel that "The Cash Box" is the one and only real magazine of our industry. The medium that expresses our hopes, thoughts, wishes, and desires. "The Cash Box" is the true magazine of the automatic music industry. The magazine of our firm. The magazine we wish many, many more happy and prosperous anniversaries for many, many more years to come.

THOS. D. SHERFICK

SHERFICK, INC., SHOALS, INDIANA



Latest coin machine distributor to set up business in our fair city was Houston branch of Phono-Vend of Texas at 408 Jefferson. Skipper of the new setup is Carl Benton. Others, with Rock-Ola sales and service the objective, are expected to be enlisted shortly. Phono-Vend of Texas, Inc., with home office in San Antonio, is exclusive Rock-Ola distributor in the Lone Star State. . . . One prominent local music operator who never cries is J. D. Cooper, sole owner of Cooper Amusement Co. . . . Wayne Switzer, a youngish sort of guy in age but older in phonograph operating service, shooting above par with his Quality Music Co. operation. . . . One of the older established operating companies on North Side is the American Music Co., owned and run by Tommy and Eddie Arwady, with petite Herminia Rosales (her friends call her Minnie) presiding over the office and record store. . . . Musicman Johnny Benton together with his charming wife Rosalie own and operate a neat little lounge named Rosie's Blue Room. . . . Visited briefly in Chatter Box lounge with likable Harold Horton, sales representative for Steele Distributing Co. (Wurlitzer) Harold is sorta outstanding in my book because during the night onto 20 years I've been in rather close contact with local and State coin machine people and things I've never heard even one bad word spoken against that man personally. . . . Hans Von Reydt, who helps H. A. Franz keep things moving (Seeburgs mostly) at Houston S. H. Lynch Co., usually winds up talking about some sort of a boat or another. Even a hitch in Uncle Sam's Navy during last World War didn't dampen his enthusiasm for any craft that floats. . . . Rex Wheelchel, foreman at Duke and Peacock phonograph record manufacturing plant, can make a trip through the mechanical department both interesting and educational. This sightseer got quite a kick from playing a record right out of the press and while it was literally too hot to handle with bare hands. . . . Coin machine business is generally on the upswing in this area and, considering the season, that's news.

"It's What's in THE CASH BOX That Counts"

ACTION! SUSPENSE! THRILLS!...

chicago coin's HOLLYWOOD BOWLER

NEW Flashing "HOLLYWOOD BEAUTIES"
Animate Back Glass To Indicate Additional Scoring Points!

NEW Playboard (Feather Touch) "Power Lift"

NEW Larger Than Ever GIANT SIZE Scoring Features!

NEW Additional Multiple Score Adjustment Features!

PLUS! Original Flash-O-Matic Scoring!

National "Slug Rejector" Coin Chute!

Individual Player Point Scoring System!

chicago coin MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14

chicago coin's BONUS SCORE BOWLER
New Exciting Bonus Score System!

THRU THE COIN CHUTE ILLINOIS ITEMS

The old G. and S. Sales has a new game, Vincent (Red) Doss and George Garner, now known as the Cairo Sales Company, Cairo. George was in the Windy City this weekend buying new equipment while Red was working the bushes. Found Red out on a location putting up a sound system in the Watta-berger. . . . Could not locate C. J. Corlas Walston, of Walston Vending and Amusement, Cairo. He was out setting up new machines. . . . Caught Little Tom Butcher sitting in the shade of his lawn watching old Tom mowing the yard. Had a nice talk with the Butchers. They have added a new building for the display. Granny told me how the Hi-Fi was made. It sounded good, but too much kick for Art Woods. . . . Art, of Pete Brandt Distributing Company, St. Louis, was with Art Wood this week working hard. This guy can go until three in the morning and can easily understand why Senator Capehart gave old Art the nickname "The Missouri Mule". . . . Bill Moore, of West Frankfort, sporting a new red Ford station wagon. . . . Bill Killer, of Anna, Ill. was trying to get off for a business trip to Chicago to visit the factory of J. H. Keeney. . . . Keneth Cline, of E. Town, was very happy over the sale of one of his routes, and was planning bigger things. . . . Mitch Golish, of Harrisburg, on vacation for a few days to parts unknown. . . . Earl Walker, of Herrin, busy trying to get to St. Louis this week. Earl reports business better. . . . Ran into an old timer at the Elks in Herrin, Harry Jetters, who has been out of the business for sometime. Jetters in one of the good spots, The Red Horse. . . . Had a swell conversation with Cotton Duncan, of Ace Amusement. Cotton who doesn't cuss, chew, drink or smoke, is trying not to eat as he has been on a diet for some time, but can't lose a pound. . . . E. R. Robertson, of Benton, Ill., operator took Art Woods and me out to his curing room. The steaks we had there were out of this world. None better anywhere. . . . Gene Cotter, of West Frankfort, was talking music bowlers, but no pins. Billy, 9 year old Cotter, was playing service man with his new tool kit. . . . Ran into G. C. Grossman, of Automatic Amusement, of Evansville, Ind. at A. Angeli. Gross had been working the bushes all week. Angeli was between the Devil and the deep blue sea—between Art Woods and Gross. Angeli has one son in Germany, in the Army. His other son is home only three months. . . . All I could get out of Ray Colman, Chester, was the answering play back record—"At The Sound Of The Gong".

Announcing The Opening of Upstate New York Offices ALBERT SIMON SYRACUSE CORP.

602 N. STATE STREET

SYRACUSE 3, N. Y.

Albert Simon, Pres.

George Ponser, Treas.

(Phone: 72-2403)

We invite all operators to visit our
Syracuse office, which is now functioning
to serve you with parts and products of:

CHICAGO COIN MACHINE CO.
GENCO MFG. & SALES CO.
AUTO-PHOTO CO.

Plus New and Reconditioned Equipment of All Manufacturers

NEW YORK CITY OFFICE:
ALBERT SIMON, INC.
587 TENTH AVENUE NEW YORK, N. Y.



with
GOTTLIEB'S
SOUTHERN BELLE

♥ **6 Ways To Win!**

♥ A-B-C Rollovers Light Targets for Special.

♥ 1-2-3-4 Rollovers Light Targets for Special.

♥ 3-Mystery Special When Lit Rollovers.

♥ High Score to 7 Million.

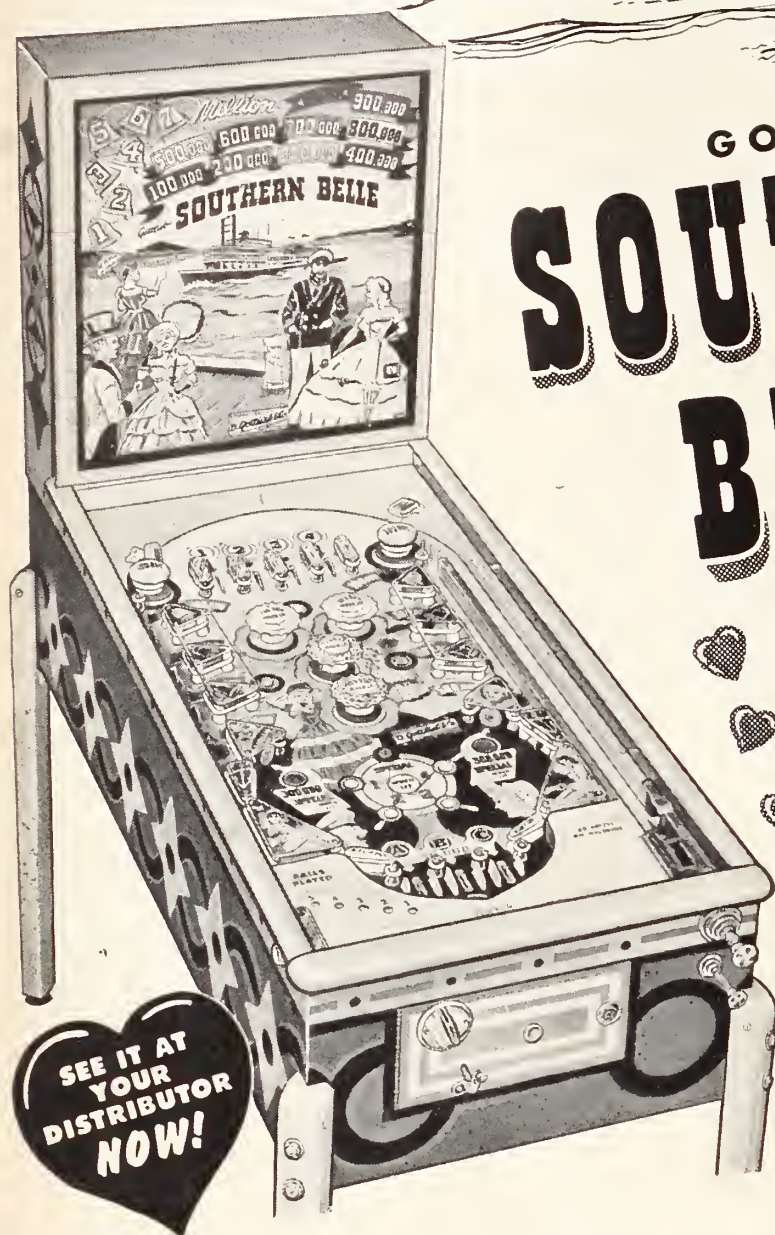
♥ 4-Lite-up Pop Bumpers.

♥ 4-Number Spotting Rollovers.

♥ 2-Letter Spotting Holes.

♥ 2-Cyclonic Kickers.

♥ 2-Super Powered Flippers.



SEE IT AT
YOUR
DISTRIBUTOR
NOW!



THE LATEST AND GREATEST OF GOTTLIEB
MULTIPLE PLAYER
AMUSEMENT MACHINES!

"JUBILEE"

Locations across the
nation report
top grade earnings!



Amusement Pinballs
as American as Baseball and Hot Dogs!



D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Congratulations on your 13th Anniversary

ATTENTION, EXPORT and AMERICAN BUYERS!

ONLY WE can offer you

**DAVIS REBUILT and UNCONDITIONALLY GUARANTEED
PHONOGRAPHS**

The DAVIS REBUILT MACHINE—looks and operates like new and
it will take in more money for bigger profits.

BUY FROM DAVIS WITH CONFIDENCE

WRITE—WIRE—or phone us collect—Syracuse 75-1631

Private Western Union Wire—Cable Address "DAVDIS"

DAVIS **World** **Corp.**
Western
Distributing

Seeburg Factory Distributor

725 Water Street

Syracuse 3, New York

Phone: 75-1631

Rock-Ola App'ts 3 New Distribs

CHICAGO—David C. Rockola, president of the Rock-Ola Manufacturing Corporation, this week, announced the appointment of three new distributors for the products of the firm.

**Paul A. Laymon Named
For Southern California**

The Paul A. Laymon Company, Los Angeles, Calif., will serve the music operators as Rock-Ola distributor in the southern section of California. The Laymon firm is well known, and is one of the largest distributing companies on the West Coast.

**Coin Machine Service
For Northern California**

Coin Machine Service, Inc., Santa Rosa, Calif., was named as Rock-Ola distributor and will serve operators in the northern section of California.

**Wertz Music Supply Opens
Branch In Baltimore, Md.**

Dan Wertz, Wertz Music Supply Company, Richmond, Va., long time Rock-Ola distributor, was named to serve the music operator for Baltimore, Md., Washington, D.C., and most of Maryland and Delaware.

The Wertz company has opened offices at 119 Light Street, Baltimore, Md. A complete sales and service department will work out of this office for the operators in this area. "Rock-Ola has one of the finest phonographs ever produced in its model '1448', and we intend to acquaint music operators in this area with the fact," stated Wertz.

"It's What's in THE CASH BOX That Counts"

THRU THE COIN CHUTE

CHICAGO CHATTER

Thanks

... for another anniversary, the 13th Anniversary of The Cash Box. Once again it is the hope of all here in the Chicago offices of The Cash Box that everyone will enjoy this 13th Anniversary Issue. Like in past years, this column takes time out to thank the many, many Chicagoland people who helped make this so out-

standing an issue. A record breaking issue.

THANKS, first of all, to: Robert E. (Bob) Gnarrow of ABC Music Service. He was No. 1 with his ad for this 13th Anniversary Issue. Bob guessed instantly what the "teaser ads" meant when he saw the figure "13" appear here for the first time. He phoned The Cash Box and placed Ad Number One ... to: Mike Dale of Commercial Survey who has always been one of The Cash Box' best friends and a booster in every way. ... To: Jack Fagman, Chicago's leading haberdasher, who supplies almost everyone in the industry who visits Chicago with shirts, ties, socks, and everything else, and whose reputation is aces with all in this field. ... To: Phil Levin and all the grand members of the Recorded Music Service Association. One of the most progressive music operators' organizations in the nation. Probably in all the world.

To: Phil Weisman and his Universal Music for being so grand a friend to this publication. ... To: Mike Spagnola of Automatic Phonograph Distributors, AMI distributes here, for coming along with The Cash Box year after year. ... To: Frank LaMaskin and Al Tigerman and all the gang over at the Hollywood Arcade on South State Street who always ask that their ad be in our Anniversary issue. ... To: Samuel Wolberg, Samuel Gensburg, Ed Levin and all the others at Chicago Coin who have been such good friends all year long. ... To: Vic Comforte, Lou Koren and Don Koren and all the others at DCI (Distributing Corp. of Illinois) for their grand support and good wishes. ... To: Al Schlesinger and all members of the NCMMA (National Coin Machine Distributors Assn.) for their support. ... To: Eugene Rappaport and his brothers. Leaders in the insurance field. ... To: Frank Padula of Melody Music who is one grand friend of The Cash Box.

To: Paul and Ellen Brown of Western Automatic Music for their support. ... To: Andy and Johnny Oomens and all the crew at Walter Oomens Sons. ... To: Julius Mohill and his Star Music a low bow. ... To: Mary Gillette orchids and thanks in every regard. ... To: Ben Coven, Carl Christensen, Jerry Shuman and all the boys of Coven Distributors. ... To: Col. Lew Lewis a happy thank you. ... To: adman Edward C. Kennedy for his fine efforts to help us all of the time. ... To: adman Bill Kennedy for being such a nice guy all year 'round. ... To: N. Marshall Seeburg, C. T. McKelvy, and all the grand people at J. P. Seeburg Corp. for helping The Cash Box to go ahead. ... To: David C. Rockola and everyone at Rock-Ola Mfg. Corp. for seeing to it that The Cash Box leads the way. ... To: Harry Williams, Sam Stern and J. A. (Art) Weinand for keeping Cash Box away up on top. ... To: Roy McGinnis, John Conroe, Paul Huebsch and everyone over at J. H. Keeney & Co., Inc. for being so very kind to us. ... To: Avron Gensburg and Ralph Sheffield of Genco for helping us to progress.

To: Frank Mencuri, Sam Lewis, Ed Hall, Chet Gore and all the others at Exhibit Supply who worked with us all year long. ... To: Gil Kitt, Joe Robbins, Jerry Bremner and all the others at Empire Coin Machine Exchange a big thank you. ... To: Wally Finke and Joe Kline and Sam Kolber of First Coin Machine Exchange who've been very good friends. ... To: Dave, Nate, Sol and Alvin Gottlieb and everyone else at D. Gottlieb & Company who have helped The Cash Box to reach this far in its career and are helping everyday. ... To: Reuben C. Roling and Morris Bristol of the Chicago offices of The Rudolph Wurlitzer Company who have always come to our aid. ... To: Lyn Durant, Herb Oettinger, Bill DeSelm, Ben Becker, John Casola, Al Thoele and all the gang at United for being so swell to The Cash Box. ... To: Ray Moloney, George Jenkins, Andy Renn, Herb Jones, Tom Callaghan, Bill O'Donnell, Jack Nelson, Art Garvey, Phil Weinberg, and each and everyone at Bally, who have been of such inestimable value to this publication from its very beginning. ... To: Ted Rubenstein of Marvel Mfg. Co. who has always come thru for us in every way. ... To: Chas. (Little Jimmy) Johnson of Globe for being so grand to us everytime.

To: Maurie and Eddie Ginsburg, Nate Feinstein, Harold Schwartz, Morris Minkus, (and also to Bob Dunlap, Seeburg's regional man) and to all the others at Atlas Music who have been helping us in every way they possibly can. ... To: Vince Shay, Stanley Levin and Mickey Schaefer of All-State Coin Machine Exchange who have helped us immeasurably. ... To: Al and Joel Stern, Len Micon and Fred Skor for being nice people. ... To: Irv Ovitz of Acme International for being a grand guy. ... To: Pat Buckley, Jerry Haley and Fred Morris whom The Cash Box numbers among its very first friends and biggest boosters. ... To: Joe Schwartz, Ronald Schwartz, Mort Levison and Sheldon Spiro of National Coin Machine Exchange for working right along with us. ... To: Tony Galgano and all the guys and gals at Galgano Distributors for being among our best and biggest boosters. ... To: Mrs. M. Robinson and M. J. Proffitt of South Central Novelty for their very grand help, year after year. ... To: Clarence Schuyler of Games, Inc., who has always been among our boosters and now enters the ranks of our advertisers with this issue.

To one and all in the Chicagoland area who have been helping us to go on ahead, year after year, to better and more progressively serve the industry. To all of those men and women our most sincere thanks. We can only bow low and promise to continue to serve them better as the years go on. ... And tho this column confines itself, in the main, to Chicago, it does want to take this opportunity to thank its many, many friends all over the nation.

People like: Harold Lieberman, "Shorty" Culp, Jim Savarese, J. A. (Red) Wallace, Carl Angott, Jake and Joe Dobkin, Sam Cooper and Herman Paster, Bill Miller, Roy Small, Carl Hoelzel and Irvin Weiler, Joe Brilliant, Joe Abraham, Jack Bess, Lou Casola, Bob Buckley, J. R. Pieters, George George and Roy Monroe, Al Siegel and Art Lipton, Lou Nemesh, George A. Miller, Al Bergman, Leo Weinberger, Midge Ryan, John Haddock, Ron Rood, Sam Solomon, Sam Hastings, Jake Friedman, Joe Westerhaus, Chas. L. Kagels and Tony Koupal, Leon Sapochnik, Angelo Delaport, Lou Boasberg, Max Lesnick, Al Calderon, Simon Wolfe, Sam London, Mike Malkin and H. Fleishman, Lou Dunis, Lyn Brown, Eli Ross and Sam Taran, Sam Weisman and Harry Rosenberg, Abe Sussman, Mrs. Rose Bennett, Ted Bush, Silas H. Lynch, Buster Williams, Virgil Christopher, Harry Miele, Joe Steele, Pete Brandt, Bill and Milt Marmer, Ed Shaffer, Jackie Cohen, Hymie Zorinsky, Willie Blatt, Bert

A SALUTE TO BILL GERSH AND THE CASH BOX FOR OUTSTANDING LEADERSHIP IN THE COIN MACHINE INDUSTRY

THANKS, MR. OPERATOR FOR YOUR RESPONSE TO OUR TREMENDOUS BINGO SALE ... SO, WE'VE BOUGHT ANOTHER CARLOAD!!

VARIETY
SURF CLUB
PALM SPRINGS
ICE FROLICS
DUDE RANCH

BEACH CLUB
BEAUTY
FROLICS
YACHT CLUB
PALM BEACH

NAME YOUR OWN PRICE!!!

— SPECIAL CLOSEOUT —
UNITED TROPICANA (NEW) \$350.00

WRITE—WIRE—PHONE
Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

STRONG AND DURABLE — EASY TO INSTALL

Phonograph REPLACEMENT PLASTICS



Guaranteed
Authentic
Replacements
to Match
Originals

A. M. I.

MODEL		
A	Tops, l. or r.	\$ 8.95
	Centers, l. or r.	15.45
	Bottoms, l. or r.	11.95
B	Dome	17.95
	Centers, l. or r.	8.95
	Bottoms, l. or r.	8.95
C	Centers	8.95
	Bottoms, l. or r.	8.95

SEEBURG

Model 100C—Highly polished chrome tubes (replaces glass tubes).	
Set of 12	\$14.95
Model 146-147-148	
Domes	15.95

ROCK-OLA

Available to fit Models 1422, 1426, 1428, 1432, 1434, 1436 and 1438.	
--	--

WURLITZER

MODEL 1250	
Center Dome	\$18.95
Dome Ends, ea.	6.10
MODEL 1400	
Center Dome	13.45
Dome Ends, ea.	10.50
Bottom Sides, set of 2	16.50
MODEL 1500	
Center Dome	14.50
MODEL 1015	
Top Corner, l. or r.	7.50
Lower Sides, ea.	5.50

Replace old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear — 4 curved colored ... \$7.75

Also available to fit Models 950, 850, 800, 750, 700, 600, 500.

TERMS: 1/3 deposit, balance C.O.D. or S/D. Satisfaction guaranteed. All prices F.O.B. Chicago.

MARVEL MANUFACTURING CO.
2849 W. FULLERTON CHICAGO 47, ILL.
TEL.: DICKENS 2-2424

CHICAGO CHATTER (Cont.)

Lane, Romeo Laniel, Jack Mulligan, Cliff Wilson, Bill Betz and Harry Silverberg, Ed Randolph, and so many, many others everywhere in the world.

If we even missed but a single name we beg your pardon and offer you our apologies 13 million times over and over again.

Please let us just once again humbly "Thank You"!!

"It's What's in THE CASH BOX That Counts"

CLASSIFIED ADVERTISING SECTION

WANT

WANT—Seeburg 100 selection Hideaways; Phonographs; Wall Boxes; Steppers. AMI 120 and 80 selection Hideaways; Phonographs; Wall Boxes, Steppers. Wurlitzer 104 selection Hideaways; Phonographs; Wall Boxes; Steppers. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN. Tel.: 2648.

WANT—For Resale. Genco Bingo Rolls with 10c coin chutes in good condition \$50; Bally Big Times \$480; Beach Clubs \$195; Yacht Clubs \$100. LEWIS AND FOLLETT MUSIC CO., 180 SOUTH HOWARD ST., SPOKANE, WASHINGTON. (Tel.: MADison 8585).

WANT—For Resale, new or used American, National 12 ft. Bank boards; 22 ft. Shuffleboards; late model Bingo's; 100 Selection Seeburgs; Lee's Musical Merry-Go-Round. Quote quantity, condition and your best price in first letter. STANLEY DISTRIBUTING CO., 1523 BROADWAY, TACOMA, WASH. Tel.: Hillside 5110.

WANT—45 RPM Records, new or used. No quantity too large or small. Highest prices paid. Write stating quantity on hand. TONY GALGANO, GALGANO DIST. CO., 4142 W. ARMITAGE, CHICAGO 39, ILL. Tel.: Dickens 2-7060.

WANT—Tubes: 2051; 2050; 70L7; 2A4, 2A3, 5V4; 6L6; 6N7; 6L7; 6V6 metal; 6X5 metal. Will pay \$40 a hundred. Must have minimum quantity 50 of a type. Have you other types in quantity? LEWIS ELECTRONICS, 3449 NO. ELAINE PL., CHICAGO, ILL.

WANT—Phonograph records made before 1940; any quantity or dealer stock; \$150 to \$300 per thousand; will inspect if required. Some labels wanted are Brunswick; Victor; Vocalion; Paramount; Gennett; Bluebird; Champion. JACOB S. SCHNEIDER, 128 W. 66th STREET, N. Y. C.

WANT—Your used or surplus records all speeds. 45's our specialty. We buy all year round and pay top prices. No lot too large or too small. No more than 10% blues. We pay freight. BEACON SHOPS, 821 NO. MAIN STREET, PROVIDENCE, R. I. Tel.: UNION 1-7500.

WANT—Distributors for a high quality—low priced auxiliary speaker. Choice of finish—Mahogany—White Oak—Dark Silver Fox. Write or phone for samples and prices. Money back guarantee. PURVEYOR DISTRIBUTING CO., 4322 N. WESTERN, CHICAGO 18, ILL. (Tel.: JUNiper 8-1814).

WANT—Frolics, Rodeo, Circus, and Showboats, Seeburgs, Model BL's C's. FOR SALE—10 3-4-5's. Make offer. NOBRO NOVELTY COMPANY, 538 BRYANT STREET, SAN FRANCISCO 7, CALIF.

WANT—Distributors Wanted. Slide-Ez powdered shuffleboard wax. Scientifically produced under modern manufacturing methods assuring tops in performance. Sold on money back guarantee. Samples and prices upon request. ALLIED BLOCK CHEMICAL COMPANY, 5th AND BINGHAM STREET, PITTSBURGH 3, PENNA. Tel.: EVERglade 1-4647.

WANT — We are in the market to buy for cash Universal Five Stars; United Circus; United Boleros; United Showboats and Mill's Panorams. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF. (Tel.: HEmlock 1-1750).

WANT—Bally Big Times and Varieties for resale. Any amount. Wire quantity and best price. HEATH SALES CO., 506 BROADWAY, MACON, GA. (Tel.: 5-0161).

WANT—From all over the world! Literature on any machine that takes coins and sells anything—amusement, drinks, Bromos, fortunes, Pocket Books, cigarettes 25 2c each, aspirin at 5c each, single band-aids, newspapers. WITHAM ENTERPRISES & ASSOCIATES, 20-22 CUNNINGHAM AVENUE, GLENS FALLS, NEW YORK.

WANT—Northwestern 49's; Challengers; Pike's Peak; Kicker's and Catchers; Weigh Scales or any other penny games or equipment in Canada for resale. Will pay top prices in any quantity. Write, phone or wire. MOCHUK ENTERPRISES, 81 INDIAN ROAD, TORONTO, ONTARIO. Tel.: LO 4722.

WANT—Used Records. Highest prices paid for 78's and 45's. No quantity too large or too small. We buy brand new LP's (33-1/3 RPM) in quantity. Write or phone. FIDELITY DISTRIBUTORS, 666 10th AVE., NEW YORK 36, N. Y. Tel.: Judson 6-4568.

WANT—Any quantity post-war Wurlitzer Phonographs, Models 1100, 1250, and 1400. Also Seeburg M100—78 and 45. Wire, write, or phone: BUSH DISTRIBUTING COMPANY, 286 N. W. 29th ST., MIAMI, FLORIDA.

WANT—Mills Panorams—any quantity. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE, WASH. Tel.: GARfield 3585.

WANT—Bingos, late model Shuffle Alleys. For Re-sale. Send list. Have all types of amusement equipment for sale. DAVE LOWY & CO., 592 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-510.

CLASSIFIED ADVERTISING SECTION

WANT—All late model Seeburg M-100's, B's, C's and Hi-Fi's. Will pick up within 300 miles. NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, L. I., N. Y. Tel.: FReeport 8-6770.

WANT—Chicago Coin Holiday and Hollywood Bowlers; Seeburg Model C and G; Phonos; Late Bingo Games. TAYLOR SALES CO., 120 WEST MAIN ST., BELLEVILLE, ILL.

WANTED—For Cash, up to 15 Mills Panoram's. Must be in good working condition and good cabinets. Write or call: MONROE COIN MACHINE EXCHANGE, INC., 2423 PAYNE AVENUE, CLEVELAND 14, OHIO. Tel.: SUPERior 1-4600.

WANT—Bingos and Gottlieb 5-Balls for resale. Also Late Model 1953 Rock-Ola Fireballs 1436A 45 RPM. Send Prices. H & H MUSIC AND DISTRIBUTING, 1626 THIRD AVE., MOLINE, ILL. Tel.: 4-6703.

WANT—Late model phonos. Preferably Seeburg 100's. Will pick up within 300 miles. Write, wire, phone: KOEPEL DISTRIBUTING CO., 629 TENTH AVE., NEW YORK, N. Y. Tel.: Circle 6-8939.

FOR SALE

FOR SALE—45 RPM Records, \$19 per hundred. Right off our original juke box route. Excellent condition. Send deposit. EMPIRE AUTOMATIC CORP., 799 CONEY ISLAND AVE., BROOKLYN 18, N. Y. (Tel.: BU 7-7300.)

FOR SALE—40 Units 78 Record and 24 Units 45 Record Pantages Maestro Wired Music. TOM LAMBERT, MAGIC MUSIC CO., 414 SOUTH PEARL ST., DALLAS, TEXAS.

FOR SALE — All types late model phonographs converted to 10c play. Call collect for price. DAVIS DISTRIBUTING CORP., 725 WATER STREET, SYRACUSE, N. Y. (Tel.: SYRACUSE 75-1631).

FOR SALE — "Wurlitzer Phonographs." 1500's—\$395; 1400's—\$325; 1250's—\$175; 1100's—\$150; 1015's—\$50. O'CONNOR DISTRIBUTORS, INC., 2320 WEST MAIN, RICHMOND 20, VA., Tel.: 84-3264.

FOR SALE—Genco Sky Gunter, Used; Genco 2 Player Basketball, Used; Evans Bat-A-Score, Used; Williams Super Jet Gun, Used; Telequiz, Used; Chicago Coin Criss Cross Target, New; 10 Column Eastern Electric Cigarette Machine with Chrome Top, Latest Type; 1550 Wurlitzer Phonograph, Like New. Will take any reasonable offer. MILLER-NEWMARK DISTRIBUTING CO., 42 FAIRBANKS ST., N.W., GRAND RAPIDS 2, MICH. (Tel.: GL 6-6807).

FOR SALE—Bally Dude Ranch \$240; Palm Springs \$265; Hi-Fi \$285; Surf Clubs \$295; Variety \$455; United Rio \$165; Havana \$195; Evans (Club Model) Saddle & Turf \$275. Also other Bingos and Bowlers. All ready for locations. Rush Deposit to: MICKEY ANDERSON, 314 EAST 11th STREET, ERIE, PA. (Tel.: 5-7549.)

FOR SALE—Air Football (new) \$325; Goalie \$75; Carnival Shooting Gallery \$375; United Targette \$350; United Team Bowler \$250. Everything reconditioned. Terms: one-third deposit, balance C.O.D. Call Lincoln 9106, collect. SHELDON SALES, INC., 881 MAIN STREET, BUFFALO 3, N. Y.

FOR SALE—8 Wurlitzer 3020 Wall Box \$5 ea.; 7 Wurlitzer 3031 Wall Box \$5 ea.; 1 United Rio \$135; 1 Sunshine Park \$35; 1 Rock-Ola 1434 \$195; 30 Wurlitzer 1015 (as is) \$25 ea. REDD DISTRIBUTING CO., INC., 298 LINCOLN ST., ALSTON 34, MASS. (Tel.: ALgonquin 4-4040).

FOR SALE—Records!!! 5c over wholesale, any label. Free title strips. Quick service. New accounts, token deposit with order. We also purchase surplus records new unused only. RAYMAR SALES CO., 170-21 JAMAICA AVENUE, JAMAICA 32, N. Y. Tel.: OLYmpic 8-4012, 4013.

FOR SALE — Hi-Speed Super Fast shuffle board wax. 24 one-pound cans per case \$8.50 f.o.b. Dallas, Texas. Sold on money back guarantee. AMI Distributor. STATE MUSIC DISTRIBUTORS, INC., 3100 MAIN ST., DALLAS, TEXAS.

FOR SALE—Can you afford 92c per week to get ahead and stay ahead of all competition? For only 92c per week you can have a 40-word ad in this section plus a free full year's (52 weeks) subscription to The Cash Box "The 'Bible' of the Coin Machine Industry." Send your Check for \$48 today plus your first 40-word ad to: THE CASH BOX, 26 W. 47th ST., NEW YORK 36, N. Y. (Phone JU 6-2640).

FOR SALE—Coin Counters, Coin Sorters, Coin Counting Combinations, Coin Changers, Coin Wrappers, Parts and Supplies. We carry a complete line of these products. GLOBE DISTRIBUTING CO., 1623 N. CALIFORNIA AVE., CHICAGO 47, ILL. Tel.: ARmitage 6-0780.

FOR SALE—The World's Finest Used Games. Bally: Gayety's used 2 weeks only, \$465; Palm Springs \$245; Champion Horse, latest model, floor sample, Write; Big Times, \$485. United: Manhattans, \$445. Exhibit Supply: Junior Jet Kiddie Ride, slightly used, \$175. NEW ORLEANS NOVELTY CO., 115 MAGAZINE STREET, NEW ORLEANS, LA. (Tel.: CANal 8318).

CLASSIFIED ADVERTISING SECTION

FOR SALE—America's finest reconditioned phonographs and music accessories. Everyone of our reconditioned machines guaranteed beautiful condition regardless of price. Tell us what you need. Get our prices before you buy. **ANGOTT DISTRIBUTING CO., INC.**, 2616 PURITAN AVENUE, DETROIT 21, MICH. Tel.: UNiversity 4-0773.

FOR SALE—Bright Lights \$49.50; Dude Ranch \$249. **GOLDEN GATE NOVELTY CO.**, 701 GOLDEN GATE AVE., SAN FRANCISCO 2, CALIF. (Tel.: Market 1-3967).

FOR SALE—United Fifth Ave. \$275; United Empire \$210; United Empire converted to Fifth Ave. \$235; Williams Major League \$195; Williams Special DeLuxe Baseball \$125; Williams DeLuxe Baseball \$99. **AMERICAN VENDING CO.**, 2684 CONEY ISLAND AVE., BROOKLYN, N. Y. Tel.: DEwey 2-9602.

FOR SALE—25 Pop-Sez Popcorn \$65; 100 Nickel Victor Rockets \$10; 100 Nickel Acorn Capsule \$10; 50 Acorn Nickel Bulk Charm \$10; 25 Nickel Jet Capsule Vendors \$10. Clean—Ready To Use—half deposit. **CLEVELAND COIN MACHINE EXCHANGE**, 2029 PROSPECT AVE., CLEVELAND 15, O. Tel.: TOwer 1-6715.

FOR SALE—Finest Bowlers: Factory reconditioned—returnable 7th day for full refund. Clover \$130; Classic \$145; Imperial \$220; Jet \$390; Team \$275; Coney Island Bingo \$60; Genco 400 with latest improvements \$60. 1/3 deposit. **W. E. KEENEY MFG. CO.**, 5229 S. KEDZIE AVE., CHICAGO 32, ILL. Tel.: HEmlock 4-3844.

FOR SALE—Refinished—completely overhauled—ready for location. Classics \$159; Clovers \$134.50; United 10th Frame \$99.50; Night Fighter \$159.50; Sky Gunner \$125; Genco Rifle Gallery \$299.50; Exhibit Shooting Gallery \$209.50; Telequiz \$99, incl. film; Brite Lights \$75; Bright Spots \$95. **ALLIED DISTRIBUTING CO.**, 786 MILWAUKEE AVE., CHICAGO 22, ILL. (Tel.: CANal 6-0293).

FOR SALE—Bally Beauties \$165; Atlantic City \$90; Spot Lites \$45; 100 C Seeburgs \$625; 1438-54 Comet \$625; 1442 50 Record HiFi \$595; Model D 40 \$260; Model B \$210; Model C \$235; AMI Hidden Unit Late Model Like New \$165; AMI Late Model 5 & 10 Boxes 10c Play \$12; AMI Stepper \$15; 15 Mighty Midget 5c Cashew Vender \$5. **H & H MUSIC**, 1626 THIRD AVENUE, MOBILE, ILL. (Tel.: 4-6703).

FOR SALE—All types used AMI, Wurlitzer and Seeburg equipment. Clean and shopped, or as it. Factory Distributor for Seeburg. **DICKSON DISTRIBUTING CO.**, 631 W. CALIFORNIA, OKLAHOMA CITY, OKLA. Tel.: REgent 6-3691.

FOR SALE—We have a large stock of reconditioned Five Balls, One Balls, Bingo and Phonos. Write for list. **WESTERHAUS CORPORATION**, 3726 KESSEN AVENUE, CINCINNATI, O. Tel.: MONTana 5000-1-2. CHapel 9-6556.

FOR SALE—Bowlers. Genco Shuffle Pool \$125; Seeburg Coon Hunt \$175; Keeney Deluxe League Bowlers \$80. **W. B. DISTRIBUTING, INC.**, 1012 MARKET STREET, St. LOUIS, MO. (Tel.: CEntal 9222).

FOR SALE—AMI 5-10 wall boxes; Wurlitzer 48-selection wallboxes; 219 steppers. **COPELAND DISTRIBUTORS, INC.**, 900 NORTH WESTERN, OKLAHOMA CITY, OKLAHOMA. Tel.: FO 5-3456.

FOR SALE—AMI D-80 \$450; D-40 \$325; C \$250; B \$225; A \$125; Evans Constellation \$150; Jubilee \$225; Wurlitzer 1100 \$150; Seeburg M100-A \$350; 100BL \$500; 100C \$650; 100W \$850; 100G \$875. **MUSICAL SALES**, 2334 OLIVE, ST. LOUIS 3, MO. (Tel.: CH 1-8561).

FOR SALE—Complete Arcades or a single machine. We have the largest stock of new and reconditioned Arcade Machines in the world. Also parts and supplies. Send for new illustrated catalog. **MIKE MUNVES**, 577 TENTH AVENUE, NEW YORK, N. Y. Tel.: CHickering 4-8628.

FOR SALE—Bally Beauties, Atlantic Cities, Beach Clubs, Dude Ranches, Palm Springs and HI-FT's, perfect condition, priced at or near lowest levels. Seeburg, AMI, Rockola and Evans Music, 78 and 45 RPM. **GORDON STOUT CO.**, 125 N. MONTOE, PIERRE, S. D. Tel.: 4097.

FOR SALE—The best buy in used Bally Bingo Games. Just buy one and you will see why you pay a little more and be glad you did. Your money back if not completely satisfied. 1/3 deposit with all orders. Write or call: **ALLAN SALES, INC.**, 937 MARKET ST., WHEELING, W. VA. Tel.: WHeeing 5472.

FOR SALE—We will sell or trade all types cigarette machines (thoroughly reconditioned) Colsnac and Vendo Ice Cream Machines and Automatic Popcorn Shoppes for late model juke boxes. **BRUCE MUSIC AND VENDING SERVICE**, 1602 PIERRE AVENUE, SHREVEPORT, LA.

CLASSIFIED ADVERTISING SECTION

FOR SALE—Seeburg 100A's \$275. Write for lowest prices on Wurlitzer 1400, 1500, 1500A, 1650, 1100, 1015, 1080 Phonographs. **CENTURY DISTRIBUTORS, INC.**, 1221-23 MAIN STREET, BUFFALO, N. Y. (Tel.: SUMmer 4938.)

FOR SALE—I United Zingo \$30; 1 United Leader \$45; 1 Bally Spot Lite \$49.50; 1 Williams Star Series \$50; 1 Exhibit Jet Gun \$79.50; 2 Exhibit Six Shooter \$75 ea. **AUTOMATIC AMUSEMENT CO.**, 1000 PENNSYLVANIA STREET, EVANSVILLE, IND. (Tel.: 3-4508.)

FOR SALE—6 Exhibit Big Broncos and Triggers completely refinished, like new, \$345; not refinished \$295. **UNITED DISTRIBUTORS, INC.**, P. O. BOX 1995, 513 E. CENTRAL, WICHITA 2, KANSAS. Tel.: HO 4-6111.

FOR SALE—Contact us before you buy. We carry all types of coin machines. Largest Central Pennsylvania distributor for United, Chicago Coin, Keeney and Bally. **WILLIAMSPORT ELECTRONIC & TELEVISION CO.**, 233 W. 3rd STREET, WILLIAMSPORT, PA. (Tel.: 2-3326 or 2-1648).

FOR SALE—Genco, Sky Gunner \$125; Genco, Rifle Gallery \$275; Exhibit, Shooting Gallery \$175; Exhibit, Sportland \$275; Exhibit, Silver Bullets \$65. **UNIVERSITY COIN MACHINE EXCHANGE**, 858 NORTH HIGH ST., COLUMBUS 8, OHIO (Tel.: KLondike 3529).

FOR SALE—Evans Constellation \$225; Shoot the Bear \$145; Keeney Deluxe Bowler \$125; AMI A, B, C, D and a complete line of United Bingo and Shuffle Alleys. **CENTRAL DISTRIBUTORS**, 2315 OLIVE ST., ST. LOUIS, MISSOURI. (Main 1-3511) or 3314 MAIN STREET. KANSAS CITY, MISSOURI (WEstport 3582).

FOR SALE—15c fully automatic International Mutoscope camera \$45; 4 for 25c semi-automatic camera \$75; will trade for other type equipment—what have you? **RELIABLE COIN-MACHINE CO.**, 184 WINDSOR ST., HARTFORD, CONN. Tel.: CHapel 9-6556.

FOR SALE—Reconditioned Guaranteed Phonographs. Rock-Ola: Model 1436A, 45 RPM, \$325; Model 1436A, 78 RPM, \$275; Model 1446 Hi Fidelity (Write); Comet 120 Selections, \$625. Seeburg: Model M-100A, \$325. AMI: Model D-40, \$265. **J. ROSENFELD COMPANY**, 4701 WASHINGTON BLVD., ST. LOUIS 8, MO. Tel.: FO 7-6730.

FOR SALE—United Shuffle Alleys: League \$250; Chief \$225; Royal \$175; Clover \$100; Williams Major League \$225; Williams DeLuxe Baseball \$125. **MOHAWK SKILL GAMES CO.**, 67 SWAGGERTOWN ROAD, SCHENECTADY 2, N. Y.

FOR SALE—"Shoot-the-Bear"—converted into "Sock-the-Ock". These machines are clean and in top operating condition, ready for location. While they last—\$129. 1/3 deposit. **Bal. C.O.D. 100 SERVICE COMPANY**, 2638 OLIVE STREET, ST. LOUIS 3, MO. (Tel.: Jefferson 1-6531.)

FOR SALE—Make us an offer on Wurlitzer wallboxes as follows: 30-48 selection 5c, 10c, 25c; 15-48 selection 5c; 24-24 selection 5c, 10c, 25c; also 36 Packard 24 selection and Seeburg 20 selection wallboxes. **T & L DISTRIBUTING COMPANY**, 1663 CENTRAL PKWY., CINCINNATI 14, OHIO. (Tel.: Main 8751.)

FOR SALE—Palm Springs \$245; Beach Clubs \$200; Dude Ranch \$220; HiFi \$275; Surf Club \$290; Daffy Derby \$199; C. C. Super Home Run Baseball \$195. **GENERAL DISTRIBUTING CO.**, 1609 ORLEANS AVE., NEW ORLEANS, LA. (Tel.: TULane 6729).

FOR SALE—Tropicana, new \$525; Tropicana, Used \$450; Singapore, New \$475; Singapore, Used \$395; Nevada \$350; Hawaii \$325. **WESTERN DISTRIBUTORS**, 1226 S.W. 16th, PORTLAND, OREGON. Tel.: ATwater 7565.

FOR SALE—All types reconditioned Coin Operated Games available at lowest prices. Write, wire, phone **C. A. ROBINSON & CO.**, 2301 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA. Tel.: DUNKirk 3-1810.

FOR SALE—High Luster, Chrome Plated Steel Pilasters for Seeburg Model "C". End expensive plastic breakage. Beautifies and modernizes your machine. Easy on-location installation. Only \$24.50 per pair. **MUSIC SALES COMPANY**, 2929 MAIN STREET, SANTA MONICA, CALIF.

FOR SALE—Reconditioned Phonos—ready for location. Seeburg 146-147-148; Wurlitzer 1015; Rockola 1422-1426; AMI Wallboxes 5c-10c. Write for our low prices. **MUSIC DISTRIBUTORS, INC.**, 213 FRANKLIN STREET, FAYETTEVILLE, N. C.

FOR SALE—Telequiz Machines, factory reconditioned. Ready for location, \$119.50. 1/3 down, balance C.O.D. We stock all Telequiz parts, also parts and supplies for Jukes, Shuffle and Pin Games. Write for catalog. **CHAMPION DISTRIBUTING CO.**, 3743 W. GRAND, CHICAGO, ILLINOIS.

CLASSIFIED ADVERTISING SECTION

FOR SALE—AMI—E—80's and E—120's. Will trade for Bowlers and Bingos. LIEBERMAN MUSIC COMPANY, 257 PLYMOUTH AVENUE, NORTH MINNEAPOLIS, MINN. Tel.: Filhore 3025.

FOR SALE—Wurlitzer Bar Boxes 2140's; Wurlitzer Wall Boxes 3020's Steppers and Master units. No reasonable offer refused. YOUNG DISTRIBUTING, INC., 599 TENTH AVENUE, NEW YORK, N. Y.

FOR SALE—Immediate delivery, reconditioned Kiddie Rides at very special prices on most liberal terms. Write or Call ALgonquin 4-3330 or 3660 for prices on Bingo Games and Shuffle Alleys. ASSOCIATED AMUSEMENTS, INC., 188 BRIGHTON AVE., ALLSTON 34, MASS., ED. RAVREBY.

FOR SALE—Rock-Ola 1438 and 1446 HiFi. Ready for location. Low prices. Write for quantity deal. SEACOAST DISTRIBUTORS, INC., 594 10th AVE., NEW YORK, N. Y. (Tel.: BRyant 9-4684) or 1200 NORTH AVE., ELIZABETH, N. Y.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will convince you. Factory Representatives for United, Keeney, Bally. TARAN DISTRIBUTING, INC. 3401 N. W. 36th STREET, MIAMI 42, FLA. Tel.: 64-4864.

FOR SALE—Send \$1.00 for the record of "The Cat Came Back" b/w "Stop Crackin' Peanuts" by Lee Moore, disc jockey of WWVA in Wheeling, W. Va. Please state whether 45 or 78 rpm. CROSS COUNTRY RECORDS, 229 OUTWATER LANE, GARFIELD, N. J. Tel.: PRescott 9-0182.

FOR SALE—Reconditioned phonos—ready for location: AMI A; AMI C; AMI D-40 and D-80; Rock-Ola Fireball 45 rpm; Seeburg M 100A; Wurlitzer 1500. Write for low prices. RUNYON SALES COMPANY, 593 TENTH AVE., NEW YORK, N. Y., or 221 FRELINGHUYSEN AVE., NEWARK, N. J.

FOR SALE—10 cent Operators don't let profit walk out the door. Use General's Two Nickels for Dime Play Kits. Install in minutes. \$3.50 Revenue increase. Samples \$3.50 each, lots of 10, \$2.95 each. GENERAL DISTRIBUTING COMPANY, 3574 HARDING STREET, CARLSBAD, CALIF. Tel.: SARatoga 2-3151.

FOR SALE—Jalopy \$55; Hayburner \$50; Spark Plug \$60; United Deluxe \$39.50; Star Series \$65; B. Space Ship \$279.50. LAKE CITY AMUSEMENT CO., 4533 PAYNE AVENUE, CLEVELAND 3, OHIO. Tel.: HEnderson 1-7577.

MISCELLANEOUS

NOTICE—Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is DIXIE COIN MACIL CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel.: MAGnolia 3931.

NOTICE—We are converting Bally HiFis into that ever popular Beach Club. Why not have the equivalent of a new Beach Club? Call, write or wire us for more information. All our equipment is completely reconditioned. DONAN DISTRIBUTING CO., 5007 N. KEDZIE, CHICAGO 25, ILL. (Tel.: JUNiper 8-5211).

NOTICE—Arcade operators. We have a limited number of conversion targets (Shoot-the-Spook) in stock. This target is a proven, dependable money maker for operators of Bear guns. Write: 100 SERVICE CO., 2638 OLIVE ST., ST. LOUIS 3, MO. Tel.: JEFFerson 1-6531.

NOTICE—Texas operators—write or phone your Rock-Ola Distributor, PHONO-VEND OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, TEXAS. Tel.: PERShing 3-7197 or PHONO-VEND OF HOUSTON, 1408 JEFFERSON STREET, HOUSTON, TEXAS. Tel.: PREston 4791, for genuine factory parts, also good reconditioned phonographs priced right.

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, JUDson 6-2640; The Cash Box, Chicago, Ill., DEarborn 2-0045; The Cash Box, Hollywood, Calif., HOLlywood 5-1702.

NOTICE—Attention, Wurlitzer 1500, 1700 and 1800 Operators. Connect 24 and 48 Selection Wallboxes to these phonographs. Use Regular 219 and 248 Steppers with Adaptor. Specify model. Change one wire in Stepper. \$34.50. MIDWEST MUSIC SERVICE, 819 WEST SECOND ST., WICHITA, KANSAS.

NOTICE—Louisiana and Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO., 3760 AIRLINE HIGHWAY, NEW ORLEANS 20, LA. Write, Wire or Phone. CEDar 7976.

THE CASH BOX

"The Industry's Market Place"

PUBLISHES MORE CLASSIFIED ADS EACH WEEK THAN ALL OTHER MAGAZINES IN THIS INDUSTRY PUBLISH IN A MONTH—PROVING THAT THE ENTIRE INDUSTRY RECOGNIZES THE CASH BOX' CLASSIFIED AD SECTION AS "THE INDUSTRY'S MARKET PLACE."

WANT

FOR SALE

 CHECK OFF WHICH YOU DESIRE

CLASSIFIED AD RATE 10 CENTS PER WORD

Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted \$1.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with order your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (\$48) Subscription": You are entitled to a free classified ad in each week's issue containing no more than 40 words, which includes your firm name, address and telephone number. All words over 40 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSSES WEDNESDAY NOON AT THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

Use This Convenient Form For Your Classified Ad

START HERE



FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TELEPHONE NUMBER _____

ENCLOSE YOUR CHECK—AIRMAIL TO:

THE CASH BOX
26 WEST 47th STREET, NEW YORK 36, N. Y.

Notice!

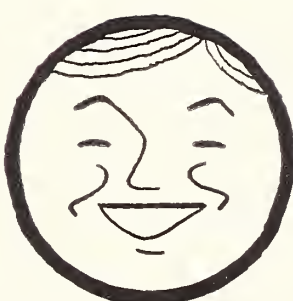
YOU CAN SAFELY SEND DEPOSITS TO ADVERTISERS IN "THE CASH BOX"

Your Deposit Is GUARANTEED

AS LONG as you are a paid up subscriber to 'The Cash Box', at the time you answer any advertisement that appears in 'The Cash Box', where the advertiser requires that you must send a deposit to obtain the merchandise advertised, your deposit up to \$100.00 is guaranteed by 'The Cash Box'. This is "The Cash Box' Free Deposit Insurance Plan". An exclusive and original feature of 'The Cash Box' only. Should you lose your deposit in fraudulent manner immediately write:

THE CASH BOX

26 West 47th Street, New York 36, N. Y.



You Can Spot a Marked Difference . . . *Anywhere!*

In a business where profits depend upon public attention, the value of quick recognition based upon distinctive differences in design of the product cannot be overlooked.

Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN — AHEAD NOW

AMi Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.1. England—building the BAL-AMI Juke Box

"It's What's in THE CASH BOX That Counts"



THIS WEEK'S USED MACHINE QUOTATIONS

16th Year of Publication
821st Consecutive Week's Issue

How To Use "THE CASH BOX PRICE LISTS"

[Also known as the "C. M. I. (Coin Machine Industry) BLUE BOOK" and "The Confidential Price Lists"]

FOREWORD: Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter "The Confidential Price Lists" can only feature the market prices as they are quoted. "The Confidential Price Lists" acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. "The Confidential Price Lists," rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent. Someone on the West Coast may feel a certain machine worth \$150.00 whereas someone on the East Coast may think it worth but \$75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) "The Confidential Price Lists" reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

METHOD: "The Confidential Price Lists" should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

FOREIGN BUYERS: To cover cost of packing, crating, shipping, etc., figure an additional \$20 to \$25 on Pin Games—and \$25 to \$30 on Phonographs.

CODE

- | | |
|-----------------------------|------------------------------------|
| 1. Prices UP | 5. No quotations Last 2 to 4 Weeks |
| 2. Prices DOWN | 6. No quotations 4 Weeks or Longer |
| 3. Prices UP and DOWN | 7. Machines Just Added |
| 4. No change from Last Week | * Great Activity |

REGARDING SELLING PRICES

IMPORTANT!

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from \$10.00 to \$25.00 ask from \$50.00 up to \$75.00 and even more for these very same machines. Purchasers of such equipment must realize that machines in the very low priced categories are much worn to be priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to obtain these machines, the labor, parts and supplies needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will, in most cases, raise the price of a \$10.00 to \$20.00 machine to anywhere from \$50.00 to \$75.00 and up. In the case of arcade and kiddie ride machines these may even be higher due to the fact that many of the parts have to be made by hand or contracted for at some machinist shop, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business and it is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, such buyers will purchase machines "as is", at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.



PHONOGRAPHS

LISTED ALPHABETICALLY

AMI

1* Model A, '46, 40 Sel., 78 RPM	95.00	125.00
4. Model B, '48, 40 Sel., 78 RPM	150.00	225.00
1. Model C, '50, 40 Sel., 78 RPM	150.00	250.00
4. Model D-40, '51, 40 Sel., 78 RPM	225.00	325.00
1. Model D-80, '51, 80 Sel., 45 RPM	325.00	495.00
4. Model E-40, '53, 40 Sel., 78 RPM	400.00	525.00
4. Model E-80, '53, 80 Sel., 45 RPM	475.00	650.00
4. Model E-120, '53, 120 Sel., 45 RPM	545.00	700.00
4. WM Wall Box	10.00	12.00
4. SM or SL Stepper	12.00	24.50

EVANS

4. Mills Constellation, 47 Model 951, 40 Sel., 78 RPM	35.00	75.00
---	-------	-------

4. Constellation, '49 Model 135, 40 Sel., 78 RPM	100.00	200.00
4. Jnhilee, '52, Model 245, 40 Sel., 45 RPM	175.00	225.00
4. Centry, '52, Model 2045, 100 Sel., 45 RPM	250.00	325.00

ROCK-OLA

4. 1422, '46, 20 Sel., 78 RPM	35.00	75.00
4. 1424, '46, Playmaster Hideaway, 20 Sel., 78 RPM	30.00	70.00
4. 1426, '47, 20 Sel., 78 RPM	39.50	95.00
4. 1428, '48, Magic-Glo, 20 Sel., 78 RPM	95.00	150.00
4. 1432, '50, Rocket '50-51, 50 Sel., 78 RPM	200.00	250.00
4. 1432, Same as above, Converted to 45 RPM	225.00	295.00

2. 1434, '51, Rocket '51-52, 50 Sel., 78 RPM	195.00	325.00
4. 1434, Same as above, Converted to 45 RPM	275.00	350.00
4. 1436, '52, Fireball, 120 Sel., 45 RPM	295.00	400.00
4. 1436A, '53, Fireball, 120 Sel., 45 RPM	325.00	450.00
2* 1438, '54, Comet, 120 Sel., 45 RPM	549.50	650.00

SEEBURG

4. 146S, '46, Standard, 20 Sel., 78 RPM	25.00	65.00
4. 146M, '46, Master with Remote Attach., 20 Sel., 78 RPM	25.00	75.00
4. 147S, Standard, 20 Sel., 78 RPM	45.00	75.00
4. 147M, '47, Master with Remote Attach., 20 Sel., 78 RPM	49.50	89.50
2. 148S, '48 Standard, 20 Sel., 78 RPM	75.00	150.00
4. 148M, '48 Master with Remote Attach., 20 Sel., 78 RPM	75.00	150.00
4. 148 ML, '48, Light Cab. Master with Remote Attach., 20 Sel., 78 RPM	90.00	159.00
4* M100A, '49, 100 Sel., 78 RPM	275.00	350.00
1* M100B, '51 100 Sel., 45 RPM	495.00	570.00
4. M100BL, '51, 100 Sel., 45 RPM. Light Cab	500.00	595.00
2. M100C, '53, 100 Sel., 45 RPM	585.00	650.00
4. HF100G, '54, 100 Sel., 45 RPM	745.00	875.00
4. W1-L56 Wall Box 5c	3.00	6.95

4. 3W2 Wall-a-Matic	1.25	8.95
4. W1L-56	12.50	20.00
2. 3W5-L56 Wall Box 5c, 10c, 25c	12.50	20.00
4. W6L-56 5/10/25 Wireless	16.50	24.50
4. 3W7-L-56	22.50	34.50

WURLITZER

4* 1015, '46, 24 Sel., 78 RPM	25.00	119.00
4. 1080, '46, Colonial, 24 Sel., 78 RPM	50.00	99.00
4. 1080A, '48, Colonial, 24 Sel., 78 RPM	60.00	125.00
4. 1017, '46, Hideaway, 24 Sel., 78 RPM	50.00	100.00
4* 1100, '48, 25 Sel., 78 RPM	109.50	175.00
4. 1250, '50, 48 Sel., 78 RPM	160.00	200.00
4. 1250, '50, (Same as above) Converted to 45 RPM	170.00	225.00
4. 1400, '52, 48 Sel., 78 RPM	279.50	325.00
4. 1400, '52, (Same as above) Converted to 45 RPM	300.00	350.00
1* 1500, '53, 105 Sel., 78 and 45 RPM Inter-mixed	325.00	425.00
1. 1500A, '53, 105 Sel., 78 and 45 RPM Inter-mixed	325.00	445.00
4. 1650, '53, 48 Sel., 45 RPM	375.00	450.00
4. 1700, '54, 104 Sel., 45 RPM	595.00	695.00
4. 2140 Wall Box	3.00	10.00
2* 3020 Wall Box	5.00	12.00
2. 3048 (Conv. of 3020)	10.00	20.00
4. 3031 Wall Box	2.95	5.00
4. 3045 Wall Box	4.00	20.00
2. 4820 Wall Box	19.50	30.00



PINBALL GAMES

Manufacturers and date of game's release listed. Code: (B) Bally; (CC) Chicago Coin; (Ex) Exhibit; (Ev) Evans; (Ge) Genco; (Got) Gottlieb; (Ke) Keeney; (Un) United; (Wm) Williams.

4. ABC (Un 3/51)	25.00	50.00
4. Across the Board (Un 9/52)	35.00	50.00
4. All Star Basketball (Got 1/52)	20.00	39.00
6. Aquacade (Un 4/49)	10.00	25.00
4. Arahian Knights (Got 12/53)	155.00	175.00
4. Arcade (Wm 11/51)	45.00	75.00
4. Arizona (Un 4/50)	10.00	25.00
4. Army-Navy (Wm 10/53)	55.00	100.00
1* Atlantic City (B 5/52)	95.00	115.00
6. Baby Face (Un 12/48)	10.00	20.00
4. Bank-A-Ball (Got 5/50)	15.00	25.00
4. Basketball (Got 10/49)	15.00	25.00
3* Beach Club (B 2/53)	195.00	225.00
2* Beauty (B 11/52)	145.00	225.00
4. Be Bop (Ex 3/50)	10.00	20.00
4. Big Ben (Wm 9/54)	145.00	195.00
4. Big Hit (CC 7/52)	35.00	50.00
6. Big Top (Ge 2/49)	10.00	20.00
1. Big Time (B 1/55)	450.00	550.00
6. Black Gold (Ge 3/49)	10.00	20.00
6. Blue Skies (Un 11/48)	15.00	20.00
4. Bolero (Un 12/51)	45.00	95.00
4. Bomber (CC 3/51)	20.00	25.00
6. Bone Head (Ge 11/48)	10.00	20.00
6. Boston (Wm 5/49)	15.00	29.50
4. Bowling Champ (Got 2/49)	15.00	25.00
4* Bright Lights (B 5/51)	49.50	85.00
4* Bright Spot (B 11/51)	40.00	95.00
4. Broadway (B 6/51)	25.00	50.00
4. Buffalo Bill (Got 5/50)	20.00	30.00
4. Buttons & Bows (Got 3/49)	15.00	25.00
4. Cabana (Un 3/53)	125.00	165.00
4. Camel Caravan (Ge 6/49)	15.00	30.00
4. Campns (Ex 2/50)	15.00	20.00
4. Canasta (Ge 7/50)	25.00	34.50
4. Caravan (Wm 6/52)	35.00	75.00
6. Carolina (Un 3/49)	15.00	25.00
4. Champion (B 12/49)	20.00	35.00
6. Champion (CC 6/49)	15.00	20.00
4. Chinatown (Got 10/52)	65.00	90.00
6. Circus (Ex 8/48)	10.00	20.00
4. Circus (Un 8/52)	125.00	150.00
4. Citation (B 10/48)	15.00	35.00
4. C.O.D. (Wm 9/53)	85.00	125.00
4. College Daze (Got 8/49)	10.00	24.00
4. Colors (Wm 11/54)	215.00	230.00
4* Coney Island (B 9/51)	60.00	85.00
6. Contact (Ex 10/48)	10.00	20.00
4. Control Tower (Wm 3/51)	24.00	35.00
4. Coronation (Got 11/52)	65.00	90.00
4. Connty Fair (Un 9/51)	30.00	45.00
4. Crossroads (Got 5/52)	45.00	75.00
4. Cyclone (Got 5/51)	40.00	85.00
4. Daffy Derby (Wm 8/54)	199.00	240.00
4. Daisy May (Got 7/54)	175.00	215.00
4. Dallas (Wm 2/49)	15.00	29.00
4. Dealer "21" (Wm 2/54)	85.00	150.00
4. De Icer (Wm 11/49)	20.00	39.00
4. Diamond Lill (Got 12/54)	225.00	250.00
4. Domino (Wm 5/52)	37.50	60.00
4. Double Action (Ge 1/52)	25.00	35.00
4. Double Feature (Got 12/50)	15.00	25.00
4. Dhl. Shuffle (Got 6/49)	15.00	25.00
4. Disk Jockey (Wm 11/52)	45.00	80.00
4. Dragonette (Got 6/54)	185.00	210.00



4. Dreamy (Wm 2/50)	15.00	25.00
4* Dude Ranch (B 9/53)	210.00	265.00
4. Eight Ball (Wm 1/52)	45.00	75.00
4. Fairway (Wm 6/53)	65.00	95.00
4. Fighting Irish (CC 11/50)	25.00	35.00
4. Five Star (Univ 5/51)	35.00	75.00
6. Floating Power (Ge 12/48)	10.00	20.00
4. Flying High (Got 2/53)	75.00	115.00
4. Flying Saucers (Ge 12/50)	15.00	30.00
6. Football (CC 8/49)	10.00	25.00
4. Four Bells (Got 10/54)	235.00	250.00
4. Four Corners (Wm 12/52)	45.00	90.00
4. Four Horsemen (Got 9/50)	30.00	60.00
4. "400" (Upright) (Ge 10/52)	55.00	75.00
4. Four Stars (Got 6/52)	50.00	95.00
4. Freshie (Wm 9/49)	20.00	35.00
2* Frolics (B 10/52)	135.00	175.00
2. Futurity (B 3/51)	40.00	80.00
4. Georgia (Wm 7/50)	19.50	35.00
6. Gin Rummy (Got 2/49)	15.00	25.00
4. Glamour (Got 7/51)	15.00	25.00
6. Glider (Ge 8/49)	10.00	20.00
4. Globe Trotter (Got 11/51)	35.00	75.00
6. Gold Cup (B 4/48)	15.00	45.00
4. Golden Gloves (CC 7/49)	10.00	25.00
1. Golden Nugget (Upright) (Ge 2/53)	50.00	95.00
2. Gold Star (Got 8/54)	190.00	225.00
6. Gondola (Ex 5/49)	10.00	20.00
4. Grand Award (CC 1/49)	10.00	20.00
4. Grand Champion (Wm 8/53)	85.00	125.00
4. Grand Slam (Got 4/53)	65.00	135.00
6. Grand Stand (B '50)	20.00	35.00
2. Green Pastures (Got 1/54)	140.00	165.00
4. Gun Club (Wm 11/53)	85.00	110.00
4. Guy-Dolls (Got 5/53)	69.50	135.00
4. Handicap (Wm 6/52)	45.00	95.00
4. Happy Days (Got 7/52)	65.00	100.00
4. Happy-Go-Lucky (Got 3/51)	25.00	45.00
4. Harvest Moon (Got 12/48)	15.00	20.00
4. Harvest Time (Ge 9/50)	15.00	35.00
4. Harvey (Wm 5/51)	15.00	35.00
4. Havana (Un 2/54)	139.00	225.00
2. Hawaii (Un 6/54)	225.00	310.00
4. Hawaiian Beauty (Got 4/54)	160.00	200.00
4. Hayburner (Wm 6/51)	45.00	75.00
1* Hi-Fi (B 6/54)	250.00	295.00
4. Hit Parade (CC 2/51)	10.00	20.00
4. Hit & Runs (Ge 3/51)	15.00	25.00
4. Hit 'N' Run (Got 4/52)	49.50	85.00
6. Holiday (CC 12/48)	10.00	20.00
4. Holiday (Ke 12/51)	35.00	55.00
4. Hong Kong (Wm 9/51)	39.00	75.00
4. Horsefeathers (Wm 1/52)	39.50	69.50
4. Horse Shoe (Wm 12/51)	25.00	40.00
4. Hot Rods (B '49)	15.00	35.00
2* Ice-Frolics (B 1/54)	225.00	275.00
4. Jalopy (Wm 8/51)	45.00	75.00
4. Jeanie (Ex 6/50)	15.00	20.00
4. Jockey Club (Got 5/54)	150.00	195.00
4. Jockey Special (B 11/47)	15.00	45.00
4. Joker (Got 11/50)	20.00	50.00
4. Judy (Ex 7/50)	10.00	20.00
4. Jumping Jacks (Upright) (Ge 12/52)	35.00	100.00
4. Just 21 (Got 1/50)	10.00	24.50
4. K. C. Jones (Got 11/49)	10.00	20.00
4. King Arthur (Got 10/49)	10.00	20.00
4. King Pin (CC 12/51)	30.00	60.00
4. Knockout (Got 1/51)	29.00	45.00
2. Lady Luck (Got 9/54)	195.00	215.00
4. Lazy "Q" (Wm 2/54)	89.00	135.00
4. Leaders (Un 10/51)	42.50	85.00
4. Lite-A-Line (Ke 6/52)	45.00	55.00
4. Long Beach (Wm 7/52)	35.00	65.00
4. Lovely Lucy (Got 2/54)	140.00	175.00

4. Lucky Inning (Wm 5/50)	15.00	25.00
4. Lulu (Wm 12/54)	235.00	250.00
4. Mad. Sq. Garden (Got 6/50)	30.00	69.00
6. Magic (Ex 11/48)	10.00	20.00
4. Majors '49 (CC 2/49)	15.00	35.00
4. Majorettes (Wm 4/52)	29.00	45.00
4. Marble Queen (Got 8/53)	95.00	145.00
4. Maryland (Wm 4/49)	15.00	35.00
4. Mercury (Ge 3/50)	10.00	29.00
1. Mermaid (Got 6/51)	25.00	50.00
4. Mexico (Un 3/54)	225.00	275.00
4. Minstrel Man (Got 3/51)	25.00	60.00
6. Moon Glow (Un 11/48)	10.00	20.00
4. Mystic Marvel (Got 3/54)	155.00	195.00
2* Nevada (Un 8/54)	235.00	350.00
4. Niagara (Got 12/51)	39.00	80.00
4. Nifty (Wm 12/50)	15.00	35.00
4. "9" Sisters (Wm 1/54)	95.00	140.00
4. Oasis (Ex 10/50)	10.00	20.00
4. Oklahoma (Un 5/49)	10.00	20.00
6. Old Faithful (Got 12/49)	15.00	25.00
4. Olympics (Wm 5/52)	45.00	75.00
4. One Two Three (Ge 10/48)	10.00	25.00
4. Palisades (Wm 7/53)	65.00	90.00
2* Palm Beach (B 7/52)	75.00	115.00
3* Palm Springs (B 11/53)	245.00	275.00
4. Paratrooper (Wm 8/52)	25.00	35.00
4. Pin Bowler (CC 6/50)	10.00	20.00
6. Pinch Hitter (Un 5/49)	10.00	20.00
4. Pinky (Wm 9/50)	20.00	35.00
4. Pin Wheel (Got 11/53)	125.00	155.00
4. Play Ball (CC 1/51)	20.00	35.00
4. Playland (Ex 8/50)	10.00	20.00
6. Playtime (Ex 8/49)	10.00	20.00
2. Poker Face (Got 9/53)	115.00	135.00
6. Puddin' Head (Ge 10/48)	10.00	20.00
4. Punchy (CC 12/50)	10.00	20.00
4. Quarterback (Wm 10/49)	15.00	35.00
4. Quartet (Got 2/52)	60.00	110.00
4. Queen of Hearts (Got 12/52)	70.00	105.00
4. Quintet (Got 3/53)	79.50	115.00
4. Rag Mop (Wm 10/50)	15.00	35.00
6. Rainbow (Wm 9/48)	10.00	20.00
6. Ramona (Un 2/49)	10.00	20.00
4. Red Shoes (Un 11/50)	20.00	34.50
2* Rio (Un 11/53)	135.00	185.00
4. Rip Snorter (Ge 10/49)	10.00	20.00
4. Rocket (Ge 5/50)	20.00	39.00
4. Rockettes (Got 8/50)	25.00	49.50
4. Rodeo (Un 2/53)	125.00	160.00
4. Rose Bowl (Got 10/51)	35.00	75.00
4. Round Up (Got 11/48)	10.00	25.00
4. St. Louis (Wm 2/49)	25.00	35.00
4. Saddle and Turf (Ev 10/53) (Club Model)	175.00	250.00
6. Saratoga (Wm 10/48)	10.00	20.00
4. Screamo (Wm 4/54)	150.00	185.00
4. Sea Jockeys (Wm 11/51)	24.50	50.00
4. Select-A-Card (Got 4/50)	10.00	20.00
4. Shantytown (Ex 10/49)	20.00	39.00
4. Sharpshooter (Got 5/49)	10.00	29.50
4. Shindig (Got 10/53)	120.00	155.00
4. Shoo Shoo (Wm 2/51)	19.50	29.50
4. Shoot the Moon (Wm 11/51)	20.00	55.00
4. Show Boat (Un 1/49)	10.00	20.00
4. Show Boat (Un 12/52)	150.00	175.00
4. Silver Chest (Upright) (Ge 4/53)	60.00	125.00
4. Silver Skates (Wm 2/53)	54.50	80.00
4. Singapore (Un 10/54)	285.00	395.00
4. Skill Pool (Got 8/52)	50.00	90.00
4. Slugfest (Wm 3/52)	55.00	85.00
6. Snooks (Wm 6/51)	15.00	22.50
4. South Pacific (Ge 2/50)	20.00	39.00
4. Spark Plugs (Wm 9/51)	49.50	75.00
6. Speedway (Wm 9/48)	10.00	20.00
4. Spitfire (Wm 2/55)	235.00	250.00
4. Spot Bowler (Got 10/50)	15.00	35.00
1* Spot-Lite (B 1/52)	49.50	75.00

4. Sportsman (Ge 2/51)	10.00	20.00
4. Sportsman (Wm 2/52)	30.00	35.00
4. Springtime (Ge 3/52)	20.00	34.50
4. Stage Coach (Got 11/54)	225.00	240.00
4. Star Pool (Wm 10/54)	210.00	225.00
3. Stars (Un 6/52)	50.00	75.00
4. Starlight (Wm 3/53)	50.00	75.00
4. Steeple Chase (Un 1/52)	35.00	65.00
4. Stop & Go (Ge 3/51)	15.00	25.00
4. Struggle Buggies (Wm 12/53)	95.00	135.00
6. Summertime (Un 9/48)	15.00	25.00
4. Sunshine Park (B 12/52)	35.00	95.00
4. Super Hockey (CC 4/49)	20.00	34.50
1* Surf Club (B 3/54)	275.00	325.00
4. Sweepstakes (Wm 1/52)	75.00	95.00
4. Sweetheart (Wm 5/50)	20.00	35.00
4. Tahiti (CC 10/49)	20.00	34.50
2* Tahiti (Un 8/53)	125.00	175.00
4. Tampico (Un 6/49)	10.00	20.00
4. Telecard (Got 1/49)	20.00	55.00
4. Thing (CC 2/51)	15.00	35.00
4. Three Feathers (Ge 5/49)	15.00	35.00

4. Three Four Five (Un 6/51)	25.00	50.00
6. Three Musketeers (Got 7/49)	15.00	35.00
6. Thrill (CC 9/48)	10.00	20.00
4. Thunderbird (Wm 5/54)	185.00	200.00
4. Times Square (Wm 4/53)	65.00	90.00
4. Touchdown (Un 1/52)	15.00	25.00
4. Triplets (Got 7/50)	15.00	29.50
4. TriScore (Ge 1/51)	20.00	35.00
2. Tropicana (Un 1/55)	325.00	450.00
2. Tropics (Un 7/53)	125.00	175.00
6. Tucson (Wm 1/49)	10.00	29.00
6. Tumbleweed (Ex 8/49)	15.00	35.00
4. Turf King (B 6/50)	15.00	45.00
4. Twenty Grand (Wm 12/52)	49.50	95.00
4. Utah Bill (Got 1/55)	225.00	250.00
4. Utah (Un 7/49)	10.00	24.50
3* Variety (B 9/54)	395.00	465.00
4. Watch My Line (Got 9/51)	30.00	55.00
4. Whizz Kids (CC 3/52)	20.00	40.00
4. Wild West (Got 8/51)	40.00	69.50
4. Winner (Univ.)	20.00	45.00
3* Yacht Club (B 6/53)	95.00	150.00
4. Zingo (Un 10/51)	25.00	65.00

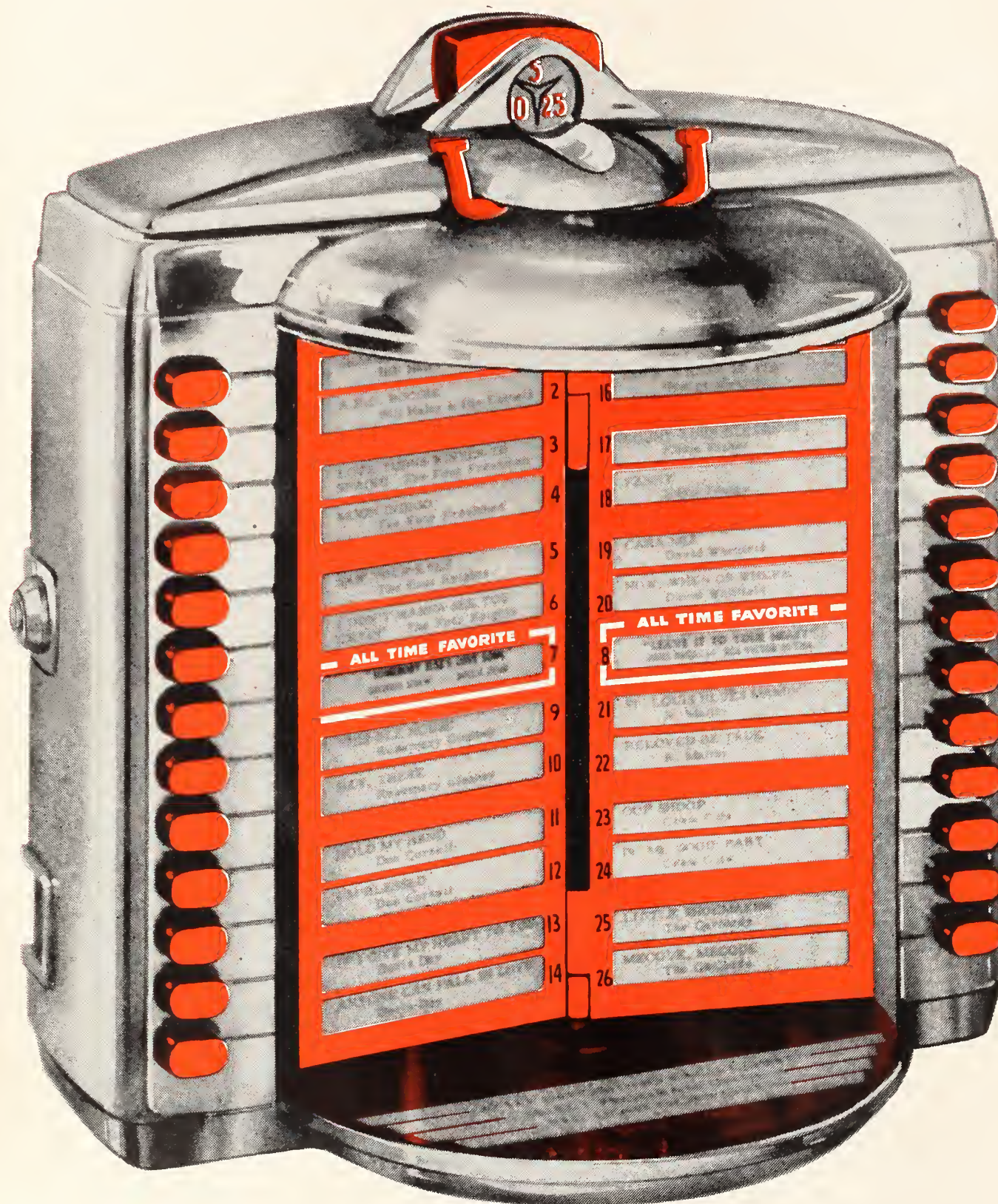


6. Bally Speed Bowler (2/50)	15.00	20.00
6. Bally Shuffle Champ (4/50)	20.00	30.00
6. Bally Hook Bowler (11/50)	20.00	45.00
6. Bally Baseball (5/51)	35.00	45.00
4. Bally Shuffle Line (7/51)	25.00	50.00
1* Bally Victory Bowler (5/54)	295.00	375.00
4. Bally Champion Bowler (5/54)	295.00	395.00
2. Bally Jet Bowler (8/54)	350.00	400.00
4. ChiCoin Bowling Alley (11/49)	25.00	55.00
6. ChiCoin Shuffle Baseball (4/50)	25.00	50.00
4. ChiCoin Bowling Classic (5/50)	20.00	35.00
4. ChiCoin Pin Bowler (6/50)	20.00	30.00
4. ChiCoin Trophy Bowl (7/50)	20.00	35.00
6. ChiCoin Ace Bowler, F.P. (8/50)	25.00	35.00
6. ChiCoin Pin Lite (9/50)	25.00	30.00
4. ChiCoin Horse-Shoes (5/51)	35.00	75.00
4. ChiCoin 6-Player (8/51)	45.00	95.00
4. ChiCoin 6-Player DeLuxe (5/52)	60.00	100.00
4. ChiCoin Match Bowler (6/52)	65.00	125.00
4. ChiCoin Bowl-A-Ball (10/52)	95.00	135.00
4. ChiCoin Match Bowl-A-Ball (11/52)	75.00	150.00
4. ChiCoin 10th Frame Special (12/52)	75.00	150.00
4. ChiCoin Name Bowler (1/53)	75.00	150.00
4* ChiCoin 10th Frame Double Score Bowler (2/53)	85.00	150.00
1* ChiCoin Crown (4/53)	95.00	160.00
2. ChiCoin Crown, Giant Pins (4/53)	125.00	185.00
2. ChiCoin Triple Score (6/63)	135.00	175.00
4. ChiCoin Gold Cup (7/53)	145.00	225.00
4. ChiCoin High Speed Crown (7/53)	150.00	275.00
1. ChiCoin High Speed Triple Score (8/53)	225.00	285.00
2. ChiCoin Advance (10/53)	195.00	295.00
2. ChiCoin King (10/53)	225.00	325.00
2. ChiCoin Criss Cross Bowler (12/53)	235.00	375.00
4. ChiCoin Super Frame (3/54)	300.00	375.00
4. ChiCoin Starlite (5/54)	249.50	360.00
4. ChiCoin Feature (7/54)	315.00	385.00
4. ChiCoin Holiday (9/54)	425.00	475.00

4. ChiCoin Flash (10/54)	365.00	425.00
4. ChiCoin Playtime (10/54)	395.00	475.00
4. Exhibit Strike (6/51)	20.00	30.00
4. Exhibit Twin Rotation (5/52)	65.00	95.00
4. Genco Bowling League (11/49)	15.00	20.00
4. Genco Baseball (5/50)	15.00	20.00
4. Genco Shuffle Target (7/51)	15.00	20.00
4. Genco 8-Player Round (9/51)	25.00	50.00
2* Genco Shuffle Pool (11/53)	85.00	125.00
2* Genco Match Pool (2/54)	150.00	185.00
4. Gottlieb Bowlette (3/50)	15.00	29.50
6. Keeney Pin Boy (11/49)	15.00	20.00
6. Keeney Ten Pins (1/50)	15.00	20.00
6. Keeney ABC (2/50)	15.00	20.00
6. Keeney Lucky Strike (4/50)	20.00	30.00
6. Keeney King Pin (4/50)	20.00	30.00
6. Keeney Bowling Champ (4/50)	20.00	30.00
6. Keeney Duck Pins (6/50)	20.00	30.00
4. Keeney Double Bowler (8/50)	25.00	35.00
4. Keeney League (8/50)	25.00	50.00
4. Keeney 4-Way Bowler Attachment (12/50)	40.00	75.00
4. Keeney Big League (5/51)	35.00	65.00
2. Keeney 6-Player League (9/51)	35.00	75.00
4. Keeney DeLuxe League (3/52)	45.00	100.00
4. Keeney Super DeLuxe League Bowler (3/52)	56.00	125.00
4. Keeney High Score League (5/52)	65.00	100.00
4. Keeney Team (10/52)	95.00	150.00
4. Keeney Club (4/53)	115.00	165.00
4. Keeney Domino (5/53)	122.50	185.00
4. Keeney Carnival (5/53)	115.00	190.00
4. Keeney Pacemaker (9/53)	159.50	215.00
4. Keeney Mainliner Bowler (1/54)	169.50	240.00
4. Keeney Bonus Bowler (3/54)	175.00	250.00
4. Keeney Diamond Bowler (5/54)	198.00	295.00
6. Rock-Ola Shuffle Lane (12/49)	15.00	20.00
6. Rock-Ola Shuffle Jungle (5/50)	20.00	30.00
1. United Shuffle Sluggo (6/50)	20.00	30.00
4. United 2-Player Express (6/50)	25.00	35.00

QUICKER SELECTION... INCREASED TAKE with one single hit tune center strip

No more time-consuming, money-wasting delays. Helps make the all-important first selection almost automatic. Other popular features include more cash box capacity, new Make-Selection light, double title strips for faster programming and new eye appeal through color.



Wurlitzer 3 Wire Wall Box 5207

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

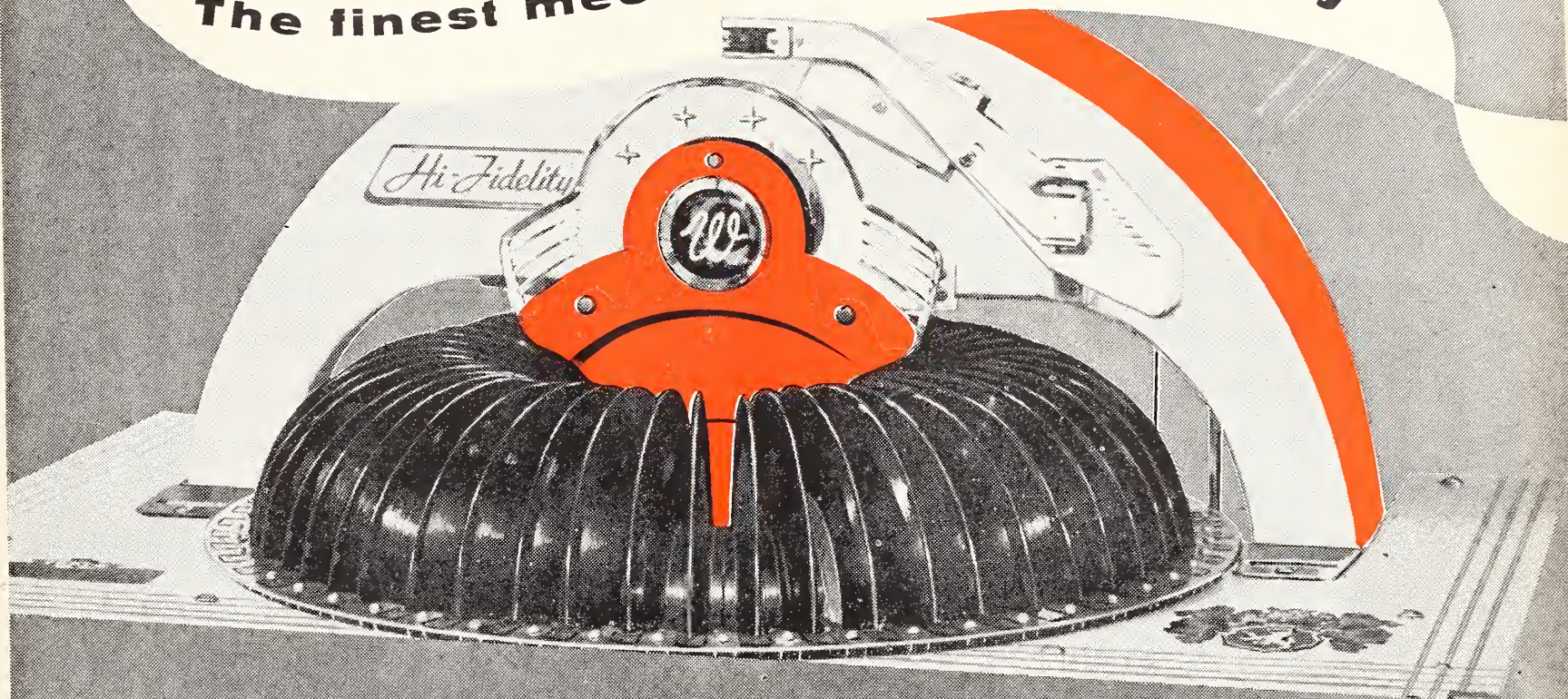
Established 1856

"It's What's in THE CASH BOX That Counts"

featured

in the Fabulous WURLITZER 1800

The finest mechanism in the industry



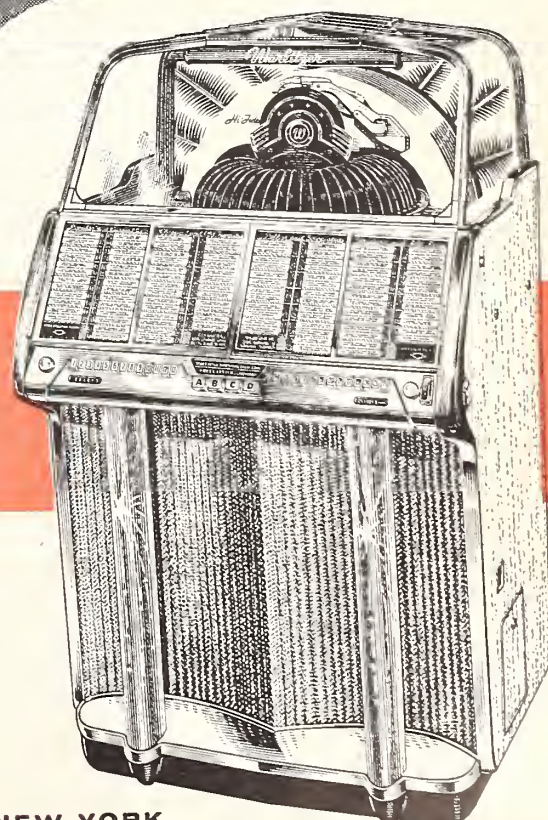
- ★ STURDY, SIMPLIFIED RECORD CHANGER
- ★ FASCINATING CAROUSEL ACTION
- ★ ZENITH COBRA STYLUS TO LENGTHEN RECORD LIFE

Wurlitzer 1800

THE YEAR'S TOP PHONOGRAPH
IN BEAUTY - IN TONE - IN EARNINGS

SEE IT - HEAR IT - BUY IT
AT YOUR WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856





4. United Twin Shuffle Alley (7/50)	25.00	35.00
4. United Rebound (8/50)	30.00	39.50
4. United 4-Player Rebound (9/50)	35.00	60.00
4. United Twin Shufflecade (12/50)	35.00	60.00
4. United 5-Player (1/51)	40.00	75.00
4. United 6-Player	45.00	75.00
4. United DeLuxe 6-Player (10/51)	39.00	80.00
1* United 6-Player Super (3/52)	49.50	95.00
4. United 4-Player Official (5/52)	50.00	100.00
4. United 6-Player Star (7/52)	65.00	110.00
4* United 10th Frame Star (9/52)	75.00	125.00
4. United Manhattan 10th Frame (9/52)	110.00	135.00
4. United 10th Frame Super (10/52)	115.00	145.00
4. United Manhattan (9/52)	100.00	140.00
4* United Cascade (2/53)	100.00	145.00
4* United Clover (2/53)	100.00	150.00
2. United Liberty (2/53)	115.00	155.00
4* United Classic (6/53)	125.00	160.00
1* United Olympic (6/53)	125.00	165.00
4* United Royal (9/53)	175.00	225.00
4. United Imperial (9/53)	220.00	250.00
4* United Chief (11/53)	225.00	275.00
1. United Leader (11/53)	225.00	295.00
4. United Team (1/54)	250.00	295.00

4. United DeLuxe Team (1/54)	275.00	310.00
4. United League (1/54)	250.00	330.00
4. United Ace (5/54)	335.00	350.00
4. United Rainbow (5/54)	325.00	365.00
4. United Banner (8/54)	325.00	385.00
1. United Shuffle Targette (8/54)	350.00	400.00
4. United DeLuxe Shuffle Targette (8/54)	375.00	425.00
1. United Speedy (8/54)	335.00	430.00
4. United Mercury (12/54)	395.00	420.00
4. United DeLuxe Mercury (12/54)	425.00	440.00
4. United Mars (1/55)	350.00	450.00
4. United DeLuxe Mars (1/55)	360.00	460.00
4. Universal Twin (1/50)	15.00	35.00
4. Universal Super Twin (3/50)	30.00	40.00
6. Universal DeLuxe Twin (10/50)	30.00	40.00
6. Universal High Score (10/50)	30.00	40.00
6. Universal Bowlomatic (3/51)	30.00	40.00
6. Williams Twin Shuffle (12/49)	20.00	34.50
6. Williams Twin Shuffle (9 1/2') (2/50)	20.00	30.00
6. Williams Bowler (9 1/2') (3/50)	25.00	30.00
4. Williams Double Header (7/50)	20.00	45.00
6. Williams 5-Player Bowler (6/51)	20.00	30.00

Manufacturers New Equipment

Products listed here are currently in production. Prices are manufacturers' list prices, F.O.B. factory.

AMI, INCORPORATED

F-120 Juke Box (Receiver included)	775.00
F-80 Juke Box (Receiver NOT included)	775.00
F-40 Juke Box (Receiver NOT included)	775.00
HS-80 Selective Hideaway	775.00
HS-120 Selective Hideaway	775.00
W-80 Wall Box	775.00
W-120 Wall Box	775.00
S-80 Receiver	775.00
S-120 Receiver	775.00
Wall Speaker	775.00
Corner Speaker	775.00
Recessed Speaker	775.00
R-167 Bargrip	775.00

No List Price
Authorized for Publication

AUTO-PHOTO CO.

Auto-Photo Studio Model "11"	\$2,950.00
------------------------------	------------

BALLY MFG. CO.

Gay Time	\$ 775.00
Gold Medal Bowler (with Match Feature)	775.00
Model Gold-110, 10c a play	775.00
Model Gold-325, 10c a play, 3 plays for 25c	775.00
Blue Ribbon Bowler (without Match Feature)	775.00
Model Blue-110, 10c a play	775.00
Model Blue-325, 10c a play, 3 plays for 25c	775.00
Bull's Eye Shooting Gallery	775.00
The Champion (With new-all-metal cabinet)	775.00

CHICAGO COIN

Bonus Score Bowler (without Match Feature)	\$ 695.00
Big League Regular Model	575.00
Match Feature Model	595.00
Hollywood Bowler (with Match Feature)	850.00

EXHIBIT SUPPLY

TREASURE COVE Regular Model	\$ 675.00
Match Play	690.00
Junior Jet Ride, '55 Model	395.00
Big Bronco, '55 Model	997.50
Roy Rogers' Trigger, '55 Model	1,047.50

GENCO MFG. & SALES CO.

Sky Rocket Rifle Gallery (with Match Feature)	\$ 675.00
---	-----------

D. GOTTLIEB & CO.

Southern Belle	\$ 392.50
Jubilee	595.00

INTERNATIONAL MUTO. CORP.

Drive Yourself (new Drivemobile)	\$ 795.00
Photomat '54	2,150.00
3-D Art Parade, 10-show model	495.00
3-D Art Parade, 6 show model	395.00
Universal Post Card Vender	60.00

J. H. KEENEY & CO., INC.

Speed Lane Bowler (without Match Feature)	\$ 710.00
DeLuxe Speed Lane Bowler (with Match Feature)	760.00

J. H. KEENEY & CO., INC. (Cont.)

DeLuxe Ranger (with Match Feature)	\$ 690.00
Ranger (without Match Feature)	665.00
Electric Cigarette Vendor	284.50
Coin Changer Model	304.50

ROCK-OLA MFG. CORP.

Model 1448 Hi-Fi Phono, 120 Selection, 45 RPM Only	775.00
Model 1442, Hi-Fi, 50 Selections, 45 RPM Only	775.00
Model 1546 Chrome Wall Box, 120 Selections	775.00
Model 1548, 50 Selection Wall Box	775.00
Model 1613, 8" Blonde Wall Speaker	775.00
Model 1614, 8" Mahogany Wall Speaker	775.00
Model 1906, Remote Volume Control	775.00
Model 1927, Remote Volume Control with Cancel Button	775.00

No List Price
Authorized for Publication

J. P. SEEBURG CORP.

HF-100-R 3W-1 Wall-O-Matic "100"	775.00
MRVC-1 Master Remote Volume Control	775.00
CVS4-8—8" Wall Speaker Ivory (Teardrop)	775.00
CVS6-8—8" Recessed Speaker	775.00
CVS7-12—12" Recessed Speaker	775.00
PS6-1Z Power Supply	775.00
ARA1-L6 Auxiliary Remote Amplifier	775.00
AVC-1 Automatic Volume Compensator Unit	775.00

No List Price
Authorized for Publication

UNITED MFG. CO.

5th Inning Shuffle Targette De Luxe Model	\$ 765.00
Regular Model	745.00
Capitol Shuffle Alley Single Chute	705.00
Double Chute	725.00
Derby Roll (without Match Feature)	705.00
De Luxe Derby Roll (with Match Feature)	735.00
Clipper Shuffle Alley (without Match Feature)	705.00
Single Chute	705.00
Double Chute	725.00
(with Match Feature)	735.00
Single Chute	735.00
Double Chute	755.00
Venus Shuffle-Targette Regular Model, 10c play	705.00
Special Model, 10c, 3 for 25c	725.00
De Luxe Venus Shuffle-Targette (with Match Feature)	745.00
Regular Model, 10c play	745.00
Special Model, 10c, 3 for 25c	765.00
Manhattan	725.00

WILLIAMS MFG. CO.

King Of Swat	\$ 549.50
Wonderland	389.50
Sidewalk Engineer	345.00
Race The Clock Single Chute	494.50
Double Chute	499.50

THE RUDOLPH WURLITZER CO.

Model "1800" Hi-Fi Phonograph	775.00
Model "1700" Hi-Fi Phonograph	775.00
Model "1600-A" Hi-Fi Phonograph	775.00
Model 5206 5c-10c-25c Wall Box 4 Wire (48 Selections)	775.00
Model 5207 5c-10c-25c Wall Box 3 Wire (104 Selections)	775.00
Model 5100 8" Speaker	775.00
Model 5110 12" DeLuxe Speaker	775.00
Model 5111 12" Concealed Speaker Hi-Fi	775.00
Model 5112 8" Wall Speaker Hi-Fi	775.00
Model 5115 Hi-Fi 4 Cone Corner Speaker	775.00
Model 5116 Hi-Fi Coaxial Corner Speaker	775.00
Model 5117 Hi-Fi Coaxial Wall Speaker	775.00

No List Price
Authorized for Publication



4. ABT 6 Gun Rifle Range	550.00	650.00
4. Boomerang	25.00	45.00
4* Bally Big Inning	40.00	125.00
6. Bally Bowler	20.00	30.00
6. Bally Convoy	39.50	59.50
6. Bally Defender	59.50	125.00
6. Bally Eagle Eye	39.50	49.50
4. Bally Heavy Hitter	35.00	60.00
1. Bally King Pin	20.00	35.00
6. Bally Lucky Strike	25.00	40.00
4. Bally Rapid Fire	95.00	125.00
6. Bally Sky Battle	39.50	85.00
6. Bally Torpedo	49.50	85.00
4. Bally Undersea Raider	64.50	125.00
6. Champion Hockey	35.00	55.00
4. ChiCoin Basketball Champ	85.00	175.00
4. ChiCoin 4-Player Derby	100.00	195.00
4* ChiCoin Goalee	39.00	95.00
4. ChiCoin Hockey	55.00	85.00
4. ChiCoin Midget Skee	65.00	175.00
1. ChiCoin Pistol	40.00	90.00
3* ChiCoin Home Run, 6 Player (3/54)	195.00	265.00
4. Edelco Pool Table	20.00	75.00
4* Evans Bat-A-Score	95.00	165.00
4. Evans Bola-Score	79.50	89.50
4. Evans Ski Roll	35.00	95.00
4. Evans Super Bomber	100.00	210.00
4. Evans Play Ball	65.00	75.00
4. Evans Ten Strike '46	20.00	85.00
4. Evans Tommy Gun	39.50	95.00
4* Exhibit Dale Gun	40.00	65.00
4. Exhibit Gun Patrol	75.00	150.00
4* Exhibit Jet Gun	45.00	145.00
4. Exhibit Space Gun	89.50	145.00
4. Exhibit Pony Express	85.00	135.00
4. Exhibit Silver Bullets	40.00	95.00
2* Exhibit Six Shooter	75.00	125.00
4. Exhibit Vitalizer	45.00	75.00
1* Exhibit Shooting Gal. (6/54)	175.00	265.00
4* Exhibit Star Shooting Gallery (9/54)	199.50	315.00
2* Exhibit Sportland Shooting Gallery (11/54)	250.00	395.00
3* Genco Sky Gunner	100.00	150.00
4. Genco Night Fighter	119.50	159.50
4. Genco Basketball	185.00	275.00
2* Genco Rifle Gal. (6/54)	225.00	325.00
4* Genco Big Top Rifle Gallery (6/54)	375.00	450.00
4. Gottlieb Super Jumbo (10/54)	395.00	450.00
4. Jack Rabbit	50.00	99.50
4. Jungle Joe	49.50	69.50
4. Keeney Air Raider	90.00	145.00
4. Keeney Sub Gun	75.00	95.00
4. Keeney Texas Leaguer	25.00	50.00
2. Keeney Sportsman (11/54)	249.00	350.00

4. Lite League	49.50	99.50
4. Mills Panoram Peek	175.00	325.00
6. Mills Conv. for Panoram Peek	10.00	29.50
1. Muto. Atomic Bomber	65.00	175.00
4. Mutos. Ace Bombers	100.00	195.00
4. Mutoscope Dr. Mobile (Prewar)	95.00	195.00
4. Mutos. Fly. Saucers	90.00	160.00
4. Mutos. Phto. (Pre-War)	150.00	250.00
4. Mutos. Photomatic (DeLuxe)	350.00	575.00
4. Mustosope Silver Gloves	125.00	200.00
4. Mutoscope Sky Fighter	125.00	195.00
4. Mutos. Voice-O-Graph 35c	395.00	525.00
4. QT Pool Table	65.00	85.00
4. Quizzer	60.00	95.00
6. Rockola Ten Pins HD	20.00	40.00
4. Rockola World Series	20.00	40.00
4. Scientific Baseball	35.00	75.00
4. Scientific Basketball	20.00	75.00
4. Scientific Batting Pr.	65.00	89.50
4. Scientific Pitch 'Em	145.00	185.00
4* Seeburg Bear Gun	100.00	165.00
4. Seeburg Chicken Sam	69.50	110.00
4. Seeburg Shoot the Chute	49.50	95.00
4* Seeburg Coon Hunt	175.00	275.00
4. Set Shot Basketball	200.00	250.00
4* Telequiz	99.00	150.00
4. Un. Team Hockey	30.00	85.00
4. United Jungle Gun	250.00	360.00
4. Un. DeLuxe Jungle Gun	275.00	395.00
2* United Carnival Gun (10/54)	275.00	375.00
4. United DeLuxe Carnival (Gun 10/54)	325.00	395.00
4. Wilcox-Gay Recordio	50.00	125.00
4. Wms. All Stars (8/47)	35.00	75.00
4. Wms. Box Score (12/47)	39.50	75.00
4. Wms. Star Series (4/49)	35.00	85.00
4. Wms. DeLuxe World Series (2/52)	40.00	90.00
2. Wms. Super World Series (4/51)	75.00	150.00
4. Wms. DeLuxe Baseball (4/53)	99.50	175.00
4. Wms. Pennant Baseball (12/53)	175.00	250.00
4. Wms. Super Pennant Baseball (12/53)	155.00	275.00
4. Wms. Super Star Baseball (12/53)	250.00	350.00
4. Wms. Major League Baseball (2/54)	225.00	375.00
4. Wms. All Star Baseball (2/54)	225.00	375.00
4. Wms. Big League Baseball (2/54)	225.00	375.00
4. Wurlitzer Skee-ball	35.00	75.00

United's De Luxe

CAPITOL

6-PLAYER SHUFFLE ALLEY

NEW!

10TH FRAME STRIKE FEATURE

PLAYER KEEPS SHOOTING IN 10TH FRAME
AS LONG AS STRIKES ARE SCORED UP TO A TOTAL OF 6

SUPER SCORES	300	400	600	800	1000	800	600	400	300	SUPER MADE
SPECIAL SCORES	200	300	450	600	750	600	450	300	200	SPECIAL MADE
STRIKE SCORES	100	200	300	400	500	400	300	200	100	STRIKE MADE
SPARE SCORES	50	100	150	200	250	200	150	100	50	SPARE MADE
BLOW SCORES	10	20	30	40	50	40	30	20	10	BLOW SCORES
FRAMES 1-2-3-4-5-6-7-8-9-10										GAME OVER

NEW HIGH-SCORING 5-DRUM TOTALIZERS

STRIKE-A-MATIC Syncro-flash Feature

Combines Strike Lane Accuracy with Speed Control
Direct View Scoring Lites on Playfield

DOUBLE CLOVER 4WAY MATCH FEATURE

HIGH SCORE 12,750

EQUIPPED WITH
UNITED'S SLUG REJECTOR

TWO SIZES:
8 FT. BY 2 FT., 9 FT. BY 2 FT.

AVAILABLE IN
10¢—3 FOR 25¢ MODELS

SEE YOUR DISTRIBUTOR

OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR

VENUS
Shuffle Targette
Smooth, Quiet
Skee-Skill Game

DERBY ROLL
2-Player Rubber Ball
Roll Down Game with
Race Horse Animation

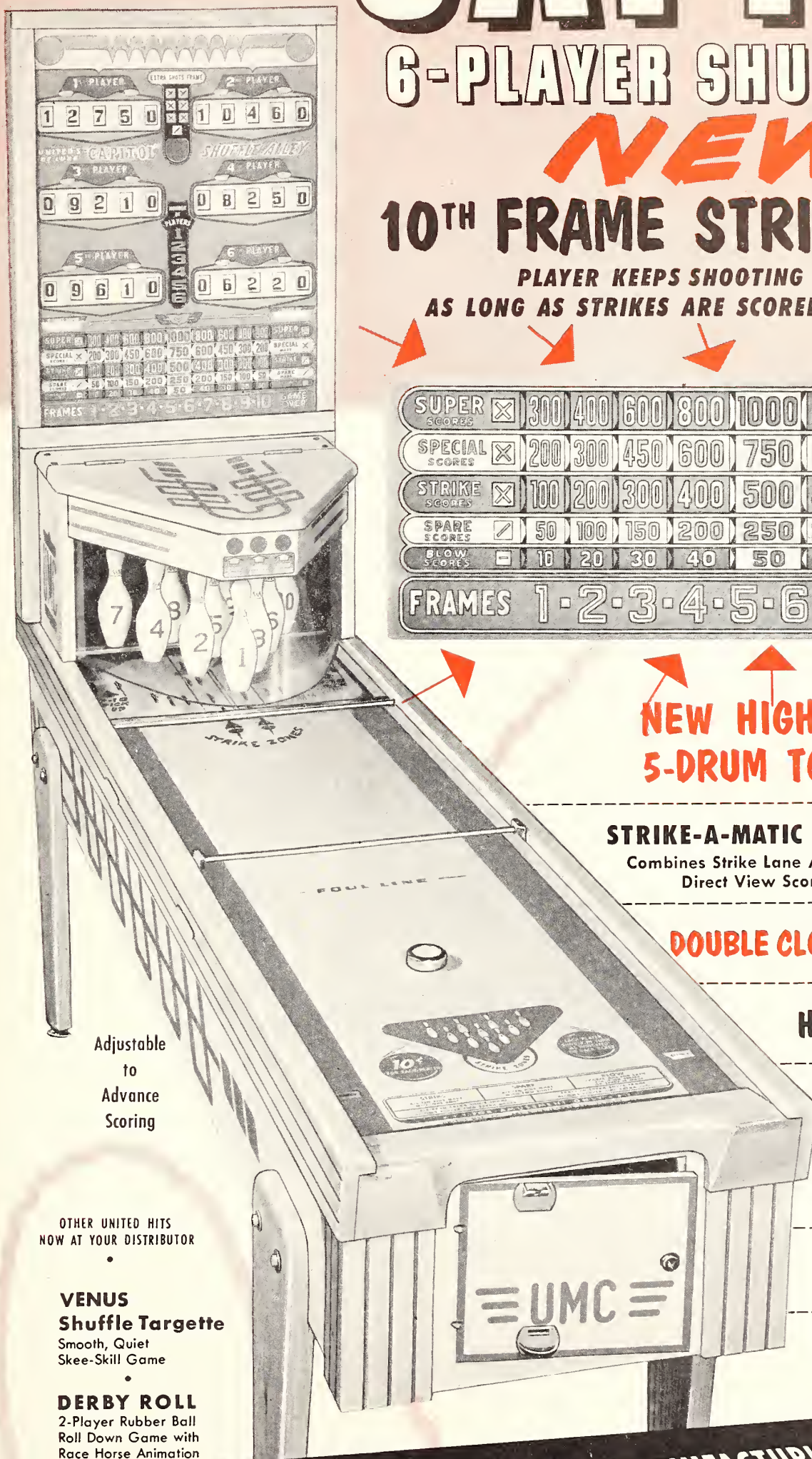
TRIPLE PLAY
Fast Action In-Line Game



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

CAPITOL SHUFFLE ALLEY ALSO AVAILABLE
IN REGULAR MODEL WITHOUT MATCH FEATURE

UNITED
OPERATORS
ARE
SUCCESSFUL
OPERATORS



Greater than GAYETY! Better than BIG-TIME!

Bally® Gay Time

**4
MAGIC
LINES**

MAGIC POCKETS

New
Score Booster
WITH SUPER-CARD PLAY-APPEAL *Lites*

New 10-SERIES
**Advancing
Scores**

**CORNER SCORES
SPOT NUMBERS
EXTRA BALLS**

New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down play-field at end of game but are immediately cleared through hole at top of board.

SEE BALLY BOWLERS ON PAGE 45



Greatest array of money-making play-appeal features ever crammed into a single game insures top earning-power when you get GAY TIME on location. Avoid delay in delivery by ordering GAY TIME today.

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois